



CITY of PERTH

Lord Mayor and Councillors,

NOTICE IS HEREBY GIVEN that the next Ordinary Meeting of the Council of the City of Perth will be held in the Council Chamber, Level 9, Council House, 27 St Georges Terrace, Perth on **Tuesday, 11 October 2016 at 6.00pm.**

Yours faithfully

MARTIN MILEHAM
CHIEF EXECUTIVE OFFICER

6 October 2016

VISION STATEMENT

Perth is renowned as an accessible city. It is alive with urban green networks that are safe and vibrant. As a global city, there is a diverse culture that attracts visitors. It provides city living at its best. Local and global businesses thrive here. Perth honours its past, while creating a sustainable future.



BUSINESS

1. Prayer
2. Declaration of Opening
3. Apologies
4. Question Time for the Public.
5. Members on Leave of Absence and Applications for Leave of Absence
6. Confirmation of Minutes:
Ordinary Council - 20 September 2016
7. Announcements by the Lord Mayor
8. Disclosure of Members' Interests
9. Questions by Members of which due notice has been given
10. Correspondence
11. Petitions
12. Matters for which the Meeting may be Closed

In accordance with Section 5.23(2) of the *Local Government Act 1995*, should an Elected Member wish to discuss the content of the confidential schedule/s listed below, it is recommended that Council resolve to close the meeting to the public prior to discussion of the following:

Schedule	Item No. and Title	Reason
Confidential Schedule 5	Item 7 – Arts and Cultural Sponsorship 2016/17 – Major Partnership – Artrage Inc. 2017 Fringe World Festival	s5.23(2)(e)(iii)
Confidential Schedule 15	Item 12 – Tender 005-16/17 Inspection and Maintenance of Stormwater Systems	s5.23(2)(e)(ii)

13. Reports (refer to Index of Reports on the following pages)
14. Motions of which previous notice has been given
15. Urgent Business
16. Closure

INFORMATION FOR THE PUBLIC ATTENDING COUNCIL MEETINGS

Welcome to this evening's Council meeting. This information is provided on matters which may affect members of the public. If you have any queries on procedural matters please contact a member of the City's staff in attendance tonight.

Question Time for the Public

- An opportunity is available at Council meetings for members of the public to ask a question about any issue relating to the City. This time is available only for asking questions and not for making statements. Complex questions requiring research should be submitted as early as possible in order to allow the City sufficient time to prepare a response.
- The Presiding Person may nominate a Member or officer to answer the question and may also determine that any complex question requiring research be answered in writing. No debate or discussion is allowed to take place on any question or answer.
- To ask a question please write it on the white Question Sheet provided at the entrance to the Council Chamber and hand it to a staff member before the meeting begins. Alternatively questions can be forwarded to the City of Perth prior to 3.00pm on the day of the meeting, by:-
 - Letter: Addressed to GPO Box C120, Perth, 6839;
 - Email: governance@cityofperth.wa.gov.au.
- Question Sheets are also available on the City's web site: www.perth.wa.gov.au.

Disclaimer

Members of the public should note that in any discussion regarding any planning or other application that any statement or intimation of approval made by any Member or officer of the City during the course of any meeting is not intended to be and is not to be taken as notice of approval from the City. No action should be taken on any item discussed at a Council meeting prior to written advice on the resolution of the Council being received.

Any plans or documents contained in this agenda may be subject to copyright law provisions (*Copyright Act 1968*, as amended) and the express permission of the copyright owner(s) should be sought prior to their reproduction.

EMERGENCY GUIDE

Council House, 27 St Georges Terrace, Perth



CITY of PERTH

The City of Perth values the health and safety of its employees, tenants, contractors and visitors. The guide is designed for all occupants to be aware of the emergency procedures in place to help make an evacuation of the building safe and easy.

BUILDING ALARMS

Alert Alarm and Evacuation Alarm.

ALERT ALARM

beep beep beep

All Wardens to respond.

Other staff and visitors should remain where they are.

EVACUATION ALARM/PROCEDURES

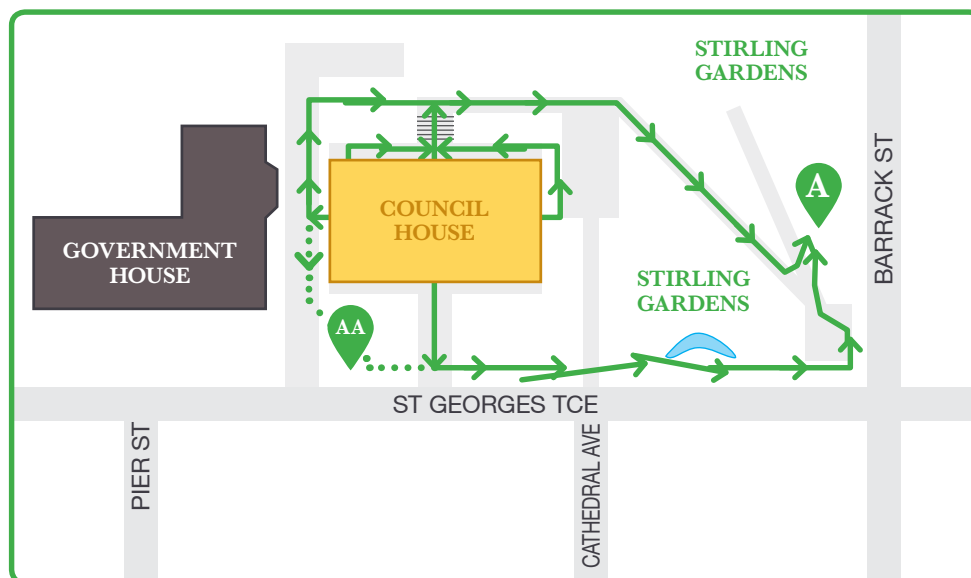
whoop whoop whoop

On hearing the Evacuation Alarm or on being instructed to evacuate:

1. Move to the floor assembly area as directed by your Warden.
2. People with impaired mobility (those who cannot use the stairs unaided) should report to the Floor Warden who will arrange for their safe evacuation.
3. When instructed to evacuate leave by the emergency exits. **Do not use the lifts.**
4. Remain calm. Move quietly and calmly to the assembly area in **Stirling Gardens** as shown on the map below. Visitors must remain in the company of City of Perth staff members at all times.
5. After hours, evacuate by the nearest emergency exit. **Do not use the lifts.**



EVACUATION ASSEMBLY AREA



Assembly Area

Alternate Assembly Area

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PLANNING COMMITTEE REPORTS

ITEM NO: 1

HAY AND MURRAY STREET MALLS – PROPOSED THIRD PARTY ADVERTISING TO NEW TELSTRA PAY PHONES

**PLANNING COMMITTEE
RECOMMENDATION:**

(APPROVAL)

That Council, in accordance with the provisions of the City Planning Scheme No. 2 and the Metropolitan Region Scheme, APPROVES an application for thirteen new technology signs displaying third party advertising signs affixed to new Telstra pay phones within Hay and Murray Street Malls as detailed on the Metropolitan Region Scheme Form One dated 29 July 2016, and as shown on the plans received on 21 September 2016 subject to:

- 1. the signs being installed generally in accordance with the approved plans with final details regarding the location of each sign being submitted for approval by the City prior to installation of the signs;*
- 2. the content displayed by the signs must not directly or by implication unduly undermine the City of Perth as the primary destination for retail and commerce, and/or compare the City of Perth unfavourably to the location the subject of the advertisement, with any sign content the City considers to be in conflict with this being removed from display within 24 hours of being required by the City;*
- 3. a comprehensive advertising strategy for the signs detailing the control of content, in accordance with Condition 2 above and the Australian Association of National Advertisers Code of Ethics, management and maintenance of the signs, being submitted to the City for approval by the City of Perth prior to the signs being installed;*

(Cont'd)

4. ***the advertisements displayed on the signs are not to flash or pulsate;***
5. ***the signs are to be operated in accordance with the applicable requirements of the Australian Standard: Control of the Obtrusive Effects of Outdoor Lighting (AS 4282-1997);***
6. ***the signs must have a default setting that will display an entirely black screen when no content is being displayed or when a malfunction occurs;***
7. ***structural certification for the signs and the phone structures being submitted for approval by the City prior to the installation of the signs;***
8. ***a construction management plan for the development shall be submitted for approval by the City of Perth prior to installation, detailing how it is proposed to manage the following during construction of the development:***
 - 8.1 ***delivery and storage of materials and equipment;***
 - 8.2 ***the parking arrangements for the contractors and subcontractors;***
 - 8.3 ***safe pedestrian movement within the Hay and Murray Street Malls; and***
 - 8.4 ***other matters likely to impact on Hay and Murray Street Malls and surrounding properties;***

BACKGROUND:

SUBURB/LOCATION:	Hay and Murray Street Malls
FILE REFERENCE:	DA2016/5274
REPORTING UNIT:	Development Approvals
RESPONSIBLE DIRECTORATE:	Planning and Development
DATE:	19 September 2016
MAP / SCHEDULE:	Schedule 1 – Map of locations of proposed signage Schedule 2 – Proposed signage and mock ups for Locations 2 and 4 Schedule 3 – Signage specifications
LANDOWNER:	City of Perth
APPLICANT:	Urbis Pty Ltd
ZONING:	(MRS Zone) Central City Area Zone (City Planning Scheme Precinct) – Precinct 5 Citiplace (City Planning Scheme Use Area) – Central City Area Zone
APPROXIMATE COST:	Nil

The Committee recommendation to the Council for this report was resolved by the Planning Committee at its meeting held on 4 October 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

Planning Committee Meeting Note:

The Planning Committee noted that Officers will work with the applicant to investigate options regarding tenure arrangements for the commercial advertising on the phone booths within the mall reserves.

HISTORY:

On 31 July 2006, a development application was lodged with the City of Perth to permit third party advertising on 54 Telstra telephone phone booths and pedestals in 41 locations. The Council did not support the third party advertising for the following reasons:

1. *the proposed signage would add to the visual clutter of the locality;*
2. *the proposed signage would add to the proliferation of phone booths and advertising;*
3. *the proposed signage would create maintenance concerns."*

Following a State Administrative Tribunal (SAT) mediation session, the applicant submitted revised details for a number of the proposed sign locations. At its meeting held on **12 December 2006**, Council considered this revised proposal and resolved to advise the SAT that it did not support the application for third party advertising on the existing and new telephone pedestals in the Perth Central Area for the reason that the proposed signage was in contradiction of the Council's Sign Policy.

As a consequence of the Council's rejection of the revised proposal, the SAT heard an appeal on 27 to 29 February 2007 and delivered its decision on 2 April 2007 dismissing the applicant's application for review. The SAT was of the opinion that the application would involve a form of development which is uncharacteristic of each locality and which would diminish the character and amenity of each area. The applicant subsequently appealed this decision to the Supreme Court which was also dismissed.

In December 2014, a development application (DA2014/5404) was lodged with the City of Perth to permit third party advertising signs on 16 Telstra phone booths at nine locations in the Perth CBD. The application was given temporary approval for a period of six months by the Council at its meeting held on **17 March 2015**, subject to various conditions.

The signs were subsequently installed on 1 November, 2015, and upon impending expiry of the approval, an amendment to the development approval was approved under delegated authority (DA2016/5131) extending the approval period for a further three months until 1 August 2016. It is noted that one sign was removed due to CCTV sightline issues during the trial period.

DETAILS:

The application seeks approval for the permanent installation of new technology third party advertising signs within the City of Perth. The proposal includes installing a total of 12 new phone booths that incorporate digital advertising signage at a total of six locations. The six sites are located within the Hay, and Murray Street Malls (refer to Schedule 1). These booths will replace booths which were approved to have third party advertising displayed as part of the previous advertising trial.

Renders of the proposed booths have been provided by the applicant (refer to Schedule 3). The new booths, which will replace existing booths in the below locations, will be provided with the following components:

- New phone and booth infrastructure;
- USB charger;
- 32" (396mm x 703mm) Telstra information display on the front above the phone element; and
- 75" (1595mm x 897mm) LCD screen on the rear of the booth to display advertising.

The applicant has also advised that the new phones booths will only be installed if they can display third party advertising. While this proposal to upgrade a number of existing phone booths to digital signage in the Perth CBD is the first in Perth, this transition is occurring on a national and international basis with Adbooth involved in similar planning proposals which have been approved in Barcelona, Paris, and Kingston Upon Thames (United Kingdom). At a national level the expansion has been undertaken in Melbourne and Brisbane.

Each sign display will have dimensions of approximately 1,687mm x 970mm, and be included within a Rimex stainless steel frame with toughened glass. The signage panels do not extend visually beyond the extent of the proposed phone booth structures, and are completely integrated and flush with the design (refer to Schedule 3).

The signage is proposed to be digital animated (video) signage. Advertising content will be modified remotely and will change frequently.

The six locations (12 telephones) of the proposed Telstra public telephones and signage are listed below:

No.	Location Description	Existing	Proposed	Signs Proposed
1	Opposite 622-634 Hay Street Mall (David Jones).	1 phone booth, facing west, with sign behind outside 612 Hay Street Mall to be relocated.	Relocate 2 upgraded phone booths (1 west, 1 east), with sign behind each.	2

No.	Location Description	Existing	Proposed	Signs Proposed
2	701 Hay St Mall (Outside Witchery Enex 100, opposite Carillon City) (South side of mall)	2 phone booths (1 east, 1 west), with sign behind each.	2 upgraded phone booths. Maintain existing orientation.	2
3	Outside 712-720 Hay Street Mall (Target). Northern side of mall	2 phone booths (1 west, 1 east), with sign behind each outside 729 Hay Street Mall to be relocated	Relocate 2 upgraded phone booths (1 west, 1 east), with sign behind each.	2
4	246 Murray Street Mall, near William Street. (Outside Forever New, near Perth Underground) (North side of mall)	2 phone booths, facing east. 2 signs, facing west (oriented toward Perth Underground)	Reorient 2 upgraded phone booths (1 west, 1 east), with sign behind each.	2
5	680-692 Hay Street Mall (Within Murray Street Opposite Carillon City)	2 phone booths (both facing east) with sign behind each outside 183 Murray Street Mall to be relocated.	Relocate 2 upgraded phone booths (1 west, 1 east), with sign behind each.	2
6	177 Murray Street Mall. (Outside David Jones, eastern) (South side of mall)	2 phone booths (1 west, 1 east), with sign behind each. Westbound sign closer to footpath. Eastbound sign to mall.	2 upgraded phone booths. (1 west, 1 east), with sign behind each.	2

LEGISLATION / POLICY:

Legislation

Telecommunications Act 1997;
Planning and Development Act 2005;
 City Planning Scheme No. 2

Policy

Policy No and Name: 4.6 – Signs

The draft revised policy was initiated for public consultation at the 28 June 2016 Council meeting and as such, is considered to be 'seriously entertained' and can be taken into consideration when determining the application.

COMPLIANCE WITH PLANNING SCHEME:

The Telstra public payphones are considered to be low impact facilities under the *Telecommunications (Low Impact Facilities) Determination 1997*, made under the *Telecommunications Act 1997*. In accordance with the determination, low impact infrastructure facilities and advertising relating to the facilities do not require planning approval however, the proposed third party advertising is not exempt under this legislation and does require approval under the City Planning Scheme No. 2 (CPS2). The subject sites are located within the City Centre Use Area of the Citiplace Precinct (P5). The Citiplace Precinct will be enhanced as the retail focus of the State offering a wide range of general and specialised retail uses as well as a mix of other uses such as residential and visitor accommodation, entertainment, commercial, medical, service industry and minor office. The area centred on Hay and Murray Street malls will remain the retail and pedestrian core of the city.

The CPS2 Signs Policy (4.6) sets out the requirements for the erection and management of signs on or adjacent to buildings within the city, providing guidelines for their acceptable design and location. The signs are to be assessed in accordance with clause 9.9 of Policy 4.6 which considers the design excellence of the proposed sign and the degree to which it meets the policy's objectives.

Under the Signs Policy the following definitions are applicable:

“Animated or “New Technology” Signs means any sign or its contents that moves, and includes flashing or “chasing” lights, as well as video signs, and signs which are defined in the outdoor advertising industry as “trivisions”, “variable message”, “changing message” and “fibre optic” signs.

Third Party Advertising or General Advertising is a sign:

- *displaying the name, logo, or symbol of a company or other organisation that does not own or substantially occupy the site or building on which the advertisement is located; or*
- *for a product or service not provided on the site on which the advertisement is located; or*
- *for a product or service that does not form part of the signage displaying the name, logo or symbol; of a company or other organisation that owns or substantially occupy the site or building on which the advertisement is located; or*
- *for an activity or event not occurring on the site on which the advertisement is located.”*

Under the City's revised draft Signs Policy, which has recently been advertised for public comment, the proposed sign will fall within the following definitions:

“Third Party Advertising Content means sign content that advertises businesses, products, goods or services not located or available at the premises where the sign content is displayed.

Variable Content means static sign content that changes automatically by electronic or programmable methods on a specified time cycle. Where displaying variable content, a small sign is one that has a sign face with an area of 2m² or less and a large sign is one that has a sign face with an area of greater than 2m²”

Under the provisions of Policy 4.6, signs for general advertising purposes will be considered only where, having regard to the character of the area in which the sign is to be situated, Council is satisfied that the visual quality, amenity and safety of the area will be enhanced, or at the very least, not diminished. No sign may be erected so as to obstruct a view of traffic from a street or other public place such that it may cause a hazard to pedestrians or vehicles and hinder or obstruct pedestrian movement in any street or thoroughfare.

Policy 4.6 states that signs which contribute to the creation of a lively, colourful and stimulating pedestrian and retailing environment are appropriate in the Citiplace Precinct. Additionally the policy states that:

- signage should reflect the character of the area and its function as the retail core of the city; and
- signs should be of high quality, visually interesting, and respond to the significant role of Hay and Murray Streets as major retail areas and public gathering spaces.

The proposal's compliance with the Signs Policy is detailed in the following comments section.

Variations to the Signs Policy can be granted by an absolute majority decision of the Council, in accordance with Clause 47 of the City Planning Scheme and provided the Council is satisfied that:

- “47(3)(c)(i) if approval were to be granted, the development would be consistent with:*
- (A) the orderly and proper planning of the locality;*
 - (B) the conservation of the amenities of the locality; and*
 - (C) the statement of intent set out in the relevant precinct plan; and*
- (ii) the non-compliance would not have any undue adverse effect on:*
- (A) the occupiers or users of the development;*
 - (B) the property in, or the inhabitants of, the locality; or*
 - (C) the likely future development of the locality.”*

COMMENTS:

The applicant is aware of Council's and SAT's previous decisions in relation to third party advertising on phone booths in the city. This application seeks approval for general advertising on pay phones within a targeted area of the city, being the retail core, where advertising, including third party advertising, is more prevalent than in some other city precincts. Locations adjacent to heritage places or within prestigious business areas and residential precincts have been avoided.

As part of the trial period for third party advertising on phone booths in the subject locations the City received no complaints regarding the signage.

Signs Policy

Policy 4.6 requires that signs should reflect the character of the area and its function as the retail core of the city. The installation of the proposed signs would not have an increase in the overall number of signs within the mall area however and the signs could add visual interest within the Mall areas and assist in promoting the area as a major retail precinct while taking advantage of the public gathering spaces within the Malls.

In accordance with the Policy, signs are required to be assessed against the general (relevant) criteria below:

- *Response to location*

Signs are required to be appropriate to their setting. In this regard, the signs will be positioned at pedestrian level and are of a pedestrian scale. The principal view of the signs will be by pedestrians walking on the street or in the Malls. The signs are moderately taller and wider than the existing booths however area still considered to be of an acceptable scale to pedestrians.

The location of the phone booths within the Malls will not obstruct pedestrian movement with the booths being located in line with the planter beds and seating which allows for free flowing pedestrian traffic to be maintained.

The applicant has reduced the number of booths from 16 booths to 12 booths displaying third party advertising approved during the trial period to 12 signs. It is considered the reduction of the number of the booths and relocation of the booths to allow sufficient space between the 'clusters' of signs will allow sufficient spacing between the booths and will not add to visual clutter of signs within the Malls.

- *Contribution to Local Character*

It is considered that the signs will be compatible with the character of the area being a pedestrian retail focus area where advertising is prevalent. The signs will provide interest within the public realm whilst not detracting from the amenity of the area. There could be opportunity for local retailers to advertise at these locations and it is

considered that the signs are consistent with the quality of the general locality and will not result in any detrimental impacts to views or to local amenity.

- *Variety and Interest*

The Policy requires a sign to provide variety and interest while being appropriate to the building or site and to attract attention in a way that is well thought out and designed. In this regard, the signage will be integrated with the phone booths. The signs will be rotating to regularly vary the message, and will be frequently replaced with new advertising and are considered to add visual interest to the Malls.

- *Community Expectations*

No objections or public response was received as part of the trial installation of the third party advertising within the City. It was also considered that the signage did not add to visual clutter throughout the City noting that the phone booths can contain telecommunications advertising without requiring any planning approval. However consideration should be given to the number of signs installed as to ensure the proliferation of signage within the Malls is appropriately managed.

The applicant has addressed this concern by proposing to reduce the number of signs within the Malls to three 'clusters' of two sign in each Mall. This will allow sufficient distance between the signs as to not add to visual noise within the Malls. It is also considered appropriate to impose a condition on any approval granted requiring the signs in each location to be oriented in opposite directions to ensure visibility of the booths is maintained and to avoid any visual clutter.

Given that the locations for the signs will be restricted and that advertising is regarded an integral part of any retail precinct or activity and has been installed on phone booths in other cities and locations it is considered that the signs will be consistent with public expectations.

It is recognised, however, that any sign content that might advertise suburban retail outlets or on-line shopping alternatives might not be in the City's interest and raise objections from local retailers. It is however considered that this can be appropriately addressed as part of the management of the content as part of any signage management plan.

- *Safety*

The proposed signage will not endanger the safety of the public by causing any obstruction to either pedestrians or drivers. The animation of the signs is considered to be acceptable within the Mall area however a condition should be imposed requiring the signs not to flash or pulsate.

- *Design, Construction and Maintenance*

The signs will be simple, clear and efficient with the content of the sign controlled by a signage management plan. All electrical components will be concealed and

ongoing maintenance of the signs will be undertaken by Adbooth including weekly cleaning and a 24 hour service to register any complaints or maintenance issues. The applicant has advised that the signs will be constructed of 'bullet' proof glass to ensure the screens are not easily scratched or damaged.

- *'New Technology' Signs*

Animated or 'New Technology' signs are only permitted within the 'City Centre' Scheme Use Area of Precinct 5 (Citiplace) or Precinct 1 (Northbridge).

The subject site is located within the Citiplace Precinct 5.

- *An Animated or 'New Technology' Sign must be compatible with the character of the streetscape within which it is proposed. Such signs will generally not be permitted within a designated heritage area, or on or adjacent to a heritage place.*

All signs, including new technology signs, should be compatible with the style, scale and character of the surrounding streetscape. It is considered the proposed signs within the Malls area are acceptable with the character of area and will bring life and vitality to the Malls.

The location of the proposed signs are considered to provide sufficient distance between Heritage Listed properties located within the Malls to ensure there is no detrimental impact on the buildings. The applicant has modified the proposed location of the signs to ensure the signs are located within the most appropriate locations within the Mall to limit any impact on adjacent heritage listed buildings.

- *An Animated or 'New Technology' sign must be designed as an integral part of a building or structure, but will generally not be approved where it takes the form of a pylon sign.*

The sign is considered not to fit in to any definition under the City's current or revised draft signs policy. Given this, the signs are considered to be designed as an integral part of the structure to which they are attached by and as such consistent with the policy requirements.

- *The most appropriate locations for Animated or 'New Technology' signs include plazas and public spaces where their contents can be viewed by gathered or passing pedestrians, but should not be able to be viewed by passing motorists, for whom may be a distraction and therefore a safety hazard. An Animated or 'New Technology' sign may be construed and located to create a landmark in its immediate locality.*

The proposed signs will be located within the Malls area which will allow the sign to be viewed by gathered or passing pedestrians in accordance with the policy. Given the scale of the signs and the distance of the signs from any public street it is considered the signs will not cause a distraction to vehicular traffic.

- *The contents of an Animated or 'New Technology' sign may move but not flash or pulsate in a manner likely to cause a hazard or nuisance to motorists or the occupants of neighbouring properties.*

The applicant has proposed that all signage is proposed to be digital animated signage. This is considered acceptable within the Malls area however it is recommended a condition be imposed on any approval granted requiring the signs to not flash or pulsate.

Under the City's draft revised Signs Policy 4.6, the sign is defined as a small animated and variable content sign (less than 2m²). These signs will only be permitted in the form of a ground based sign when located in a public space. The proposed signs within the Hay and Murray Street Malls are considered to be consistent with the draft policy.

The draft revised policy also states that animated or variable content on a sign shall not be permitted adjacent to a place on the Heritage List or within a Heritage Area except where the sign will not detract from the cultural heritage significance of the adjacent place. There are a number of heritage listed buildings within both the Hay and Murray Street Malls and adjacent to the applicant's proposed sign locations.

Granted the existing booths in the proposed locations already include signage and the proponent can install the new digital booths without the display of third party signage as of right it is considered that the best possible scenario should be pursued to ensure the signs do not have a detrimental impact on any surrounding properties. The City encouraged the applicant to modify the application to ensure the signs are located within the most appropriate locations within the Mall to ensure that any impact on adjacent heritage listed building are minimised with the proposed locations considered acceptable.

It is also recommended a condition be imposed requiring the luminance of the signs to be reduced in a way that would not compromise the future external 'up lighting' to any of the adjacent heritage buildings.

- *Third party advertising*

Third party advertising will only be permitted where the Council is satisfied that the visual quality, amenity and safety of the area will be enhanced, or at the very least, ensures that it is not diminished. In this regard, sensitively designed and placed advertising is a common characteristic of any modern international city pursuing a visually interesting and vibrant built environment. The applicant has advised that the content of the advertising will be in accordance with the standards applicable to outdoor advertising to ensure it is not offensive or otherwise inappropriate and all signs will be regularly maintained and replaced to ensure the visual quality and amenity of the Malls is maintained. It is considered the proposed third party signage meets the intent of the Policy however a signage management plan should be imposed as part of any approval granted detailing the management of the content of the signs and any complaints received.

Under the proposed revised policy third party advertising content will only be permitted facing or in a public space within the Entertainment Area, the Retail Core Area, a Town Centre Area or The Terraces Area where the sign is oriented for viewing within the space and not from adjacent streets. Additionally third party advertising will only be permitted where the signs are compatible with the desired character of the public space, will enhance the visual quality of the public space and will increase the use and vibrancy of the public space, particularly at night.

The proposed signage within the Malls is considered to be compatible with the character of the area and will not detract from the visual quality of the space.

The City's draft revised policy requires third party advertising content to be related to products, services or events available within the local government boundaries. It is not considered that this is feasible to be enforced however it is recommended a condition be imposed on any approval granted requiring any advertising not to directly or by implication unduly undermine the City of Perth as the primary destination for retail and commerce, and/or compare the City of Perth unfavourably to the location the subject of the advertisement. Further details relating to compliance with this requirement will be covered in a Signage Management Plan which should be required to be submitted as a condition of any approval.

- *Citiplace Precinct*

It is considered the proposed signs meet the objectives of the Policy within the Citiplace Precinct by contributing signage at a pedestrian scale that will be engaging and stimulating to passers-by.

The draft Sign policy states that signs should contribute to a lively, colourful and stimulating pedestrian environment with the character of signage reflecting the intended predominance of retail uses in the areas. Excessive signage that detracts from this should be avoided. Given the reduction of the number of signs and relocation of the signs to allow sufficient distance between them it is considered the signs will not add to visual clutter or noise within the Malls.

Visibility of Phone booths

A concern of the previous temporary approval was that the phone booths will not be visible when viewed directly from the rear with a requirement for a Telstra logo to be incorporated. The new booths do not incorporate any identifier for Telstra to the rear of the signs however in all locations the positions of the booths is such that one sign will face west and one east allowing for visibility for pedestrians users walking in either direction in the Malls. It is considered that this is acceptable and will still sufficiently allow for pedestrians to identify the facility.

Conclusion

The proposed third party advertising signage is considered to be compatible with the surrounding developments and the character of the city's retail core and is unlikely to have an adverse impact on the amenity of the locality. It is therefore recommended that the application be approved subject to appropriate conditions.

MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE REPORTS

ITEM NO: 2

ARTS AND CULTURAL SPONSORSHIP 2016/17 – ASSOCIATE PARTNERSHIP – PERTH INSTITUTE OF CONTEMPORARY ARTS

**MARKETING, SPONSORSHIP (APPROVAL)
AND INTERNATIONAL
RELATIONS COMMITTEE
RECOMMENDATION:**

That Council:

- 1. approves Cash Sponsorship - Associate Partnership, of \$30,000 (excluding GST) to Perth Institute of Contemporary Arts (PICA) for sponsorship of the Pip & Pop: When Happiness Ruled exhibition to be held from Saturday, 12 November 2016 to Saturday, 24 December 2016.;***
- 2. notes that PICA will provide the following sponsorship benefits to the City of Perth:***
 - 2.1 acknowledgement as 'Exhibition Partner' of the supported exhibition;***
 - 2.2 inclusion of the City of Perth crest and acknowledgement as 'Exhibition Partner' on promotional material and publications relating to the supported exhibition;***
 - 2.3 acknowledgement of the City of Perth in all radio and print advertisements;***
 - 2.4 acknowledgement of the City of Perth as a supporting partner on the PICA website (updated annually);***
 - 2.5 display of City of Perth signage (supplied by the City of Perth) at PICA for the exhibition launch event;***

(Cont'd)

- 2.6 verbal acknowledgement of the City of Perth's support in the official opening speech;**
 - 2.7 verbal acknowledgement of the City of Perth's support in all related public programs and events connected to the supported exhibition;**
 - 2.8 invitation for the Lord Mayor or representative to officially open the exhibition;**
 - 2.9 opportunity to provide content in e-newsletter;**
 - 2.10 provision of digital content (photo, video) for use at the City's discretion.**
- 3. notes that the City of Perth is to be provided with an acquittal report for the supported project within 3 months of completion of the supported projects and an audited annual financial report of Perth Institute of Contemporary Arts within 6 months of the conclusion of the relevant financial year.**

BACKGROUND:

FILE REFERENCE: P1032405-06
REPORTING UNIT: Business Support & Sponsorship
RESPONSIBLE DIRECTOR: Economic Development & Activation
DATE: 12 September 2016
MAP/SCHEDULE Schedule 4 – PICA – Pip and Pop exhibition images

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Engagement Committee at its meeting held on 27 September 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

Perth Institute of Contemporary Arts (PICA) has applied for arts and cultural sponsorship of \$30,000 (exc. GST) to support the presentation of *When Happiness Ruled*, a solo exhibition by leading WA artist Tanya Schultz (Pip & Pop), as part of its annual visual arts program at PICA's Gallery from Saturday, 12 November 2016 to Saturday, 24 December 2016.

PICA is one of Australia's leading centres for the development and presentation of contemporary art. Located in the Perth Cultural Centre precinct, PICA provides a platform for Australian and international visual, performance and interdisciplinary art.

PICA is both a producing and presenting institution that runs a year round program of curated exhibitions, contemporary dance, theatre, performance and a range of interdisciplinary projects. PICA plays a leading role in the presentation of significant new work.

PICA is an Australian public company incorporated in 1989 as a registered charitable institution and deductible gift recipient. It is funded as a Lead Organisation by the State Government through the Department of Culture and the Arts and by the Australian Government through the Australia Council for the Arts.

PICA's key aim is to promote, support and present contemporary arts and to stimulate critical discussion around the arts and broader cultural issues. Providing a site for experimentation, critical analysis, discussion and debate is fundamental to its charter.

Past support

Year	Sponsorship Amount	Supported Program
2006/07	\$7,550	Public and Education Program 2007
2007/08	\$30,000	Performance Program 2008
2008/09	\$30,000	Performance Program 2009
2008/09	\$26,350	Special Project – Burning Daylight
2009/10	\$30,000	Performance Program 2010
2010/11	\$31,365 \$5,000	Visual Arts Program (2 Exhibitions 2011) Hatched For Holidays – Youth Mentoring Program
2011/12	\$35,000	Visual Arts Program (2 Exhibitions 2012)
2012/13	\$40,000	Visual Arts Program (2 Exhibitions 2013)
2013/14	-	No application
2014/15	\$35,000	Visual Arts Program (2 Exhibitions 2014)
2015/16	\$30,000	Major Visual Arts Program (1 Exhibition 2015)
2016/17 Requested	\$30,000	Major Visual Arts Program (1 Exhibition 2016)
2016/17 Proposed	\$30,000	Major Visual Arts Program (1 Exhibition 2016)

An acquittal report for the 2015/16 supported project and the 2015 Annual Report has been received and are accessible within the Elected Member Portal (TRIM 161551/16).

This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding, as demonstrated by the following summary:

- *Dead Ringer*, a major group exhibition featuring international artists including Steve McQueen (UK/The Netherlands), Glenn Ligon (USA), Leo Maguire (UK) and Mongi Mthombeni (ZA); interstate artists Angelica Mesiti (NSW), Mikala Dwyer (NSW), Keg de Souza (NSW), Megan Cope (QLD) and Tim Gregory (NSW); and WA artists Lena Nyadbi and Churchill Cann, Rachael Dease, Curtis Taylor, Kynan Tan and Ron Nyisztor;
- *Dead Ringer* provided a forum for WA artists within a high profile international show and as such was a strategic investment in the development of local arts and cultural activity in the city; and
- The exhibition attracted an audience of 17,607.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

Council Four Year Priorities: Healthy and Active in Perth
S15 Reflect and celebrate the diversity of Perth

Policy

Policy No and Name: 18.1 – Arts and Culture
18.8 – Provision of Sponsorship and Donations

Eligibility:

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes the criteria for the City’s assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy’s objectives and selection criteria as follows:

Category of Sponsorship: Associate Partnership	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
Have formally identified arts and/ or culture as its primary purpose.	Criterion met
Be a formally constituted not-for-profit, benevolent or charitable organisation.	Criterion met
Be an Australian legally constituted entity.	Criterion met
<i>The applicant must not be:</i>	
A government authority, agency or department.	Criterion met
An individual.	Criterion met
An applicant that has previously submitted unsatisfactory or incomplete reports.	Criterion met
An applicant that has outstanding debts to the City of Perth.	Criterion met

Category of Sponsorship: Associate Partnership	
Applicant Eligibility Criteria	
An applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year.	Criterion met
Project Eligibility Criteria	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries.	Criterion met
Occur with the specified timeframe.	Criterion met
<i>The project must not be:</i>	
For profit or commercial purposes.	Criterion met
For fundraising.	Criterion met
An award ceremony or industry specific presentation.	Criterion met
Training, workshops, research or professional development.	Criterion met

DETAILS:

Project Summary

When Happiness Ruled is a new solo exhibition by leading WA artist Tanya Shultz. Exhibiting under the moniker Pip & Pop, Schultz' work is visually appealing and attracts large and diverse audiences.

Pip & Pop explores representations of paradise, illusions and wish-fulfilment described in folktales, mythologies and cinema. Her immersive and colour-saturated dreamscapes draw inspiration from the edible fantasy of Cockaigne, platform video games and Japanese stories of spirits residing within objects and nature.

A short essay-film will be produced to coincide with *When Happiness Ruled* and will be screened continuously in the PICA screen space. This will consist of a collage of the filmic references of Schultz's work including Japanese animation, folk tales and classic cinema subtitled with the exhibition catalogue essay.

The exhibition will feature Pip & Pop's first foray into kinetic (moving) sculpture. As such this will be an ambitious and large scale solo presentation by the artist, which provides a creative development opportunity for the Pip & Pop to extend her art practice.

A full colour printed catalogue will also be available to the public as an important future reference for the artist and national and international contemporary art landscape.

Pip & Pop has exhibited nationally and internationally for over a decade through exhibitions held in the Netherlands, Japan, South Korea, and Germany and across Australia. This exhibition represents the first Perth solo exhibition by the artist in over seven years.

To coincide with the exhibition PICA will present a suite of public and learning programs including:

- a free exhibition opening night event to celebrate the exhibition and the artist;
- an artist led tour of the exhibition where Tanya Schultz will be in conversation with Acting Curator Andrew Varano and will share insights into her work and the process behind its making; and
- a film marathon night which will feature a screening of films relevant to Pip & Pop's work.

Venues

PICA gallery space and screen space.

Times and dates

Event	Date
When Happiness Ruled exhibition	Friday 11 November 2016 to Thursday 24 December 2016
Artist talk	Saturday 12 November 2016
Public Programs, School Tours and DADAA Tour	To be advised
Film Marathon	To be advised

Ticket Prices

The exhibition, artist-led talks and tours are free to attend.

ASSESSMENT:

Arts and Cultural Sponsorship Guidelines and in accordance with Policy 18.8 and Policy 18.1.

The identified objective of an *Arts and Cultural Associate Partnership* is to support arts and cultural activities that:

- Invest in the development and presentation of local arts and cultural activity;
- Enhance the profile of the city of Perth as a pre-eminent cultural destination;
- Enhance the corporate profile of the City of Perth; and
- Contribute to the economy of the city.

PICA is one of Australia's leading centres for the development and presentation of contemporary art. Located in the Cultural Centre in Northbridge, PICA's year-round program of free exhibitions, performance and cross-disciplinary art attracts many

thousands of people to the area with its recurrent program of cultural activity and as a centre for discussion and proliferation of new ideas.

The project must demonstrate shared objectives as an Associate Partner

Through this category of sponsorship the City of Perth supports recurring arts and cultural programs by established partners.

When Happiness Ruled is expected to hold great appeal to a young audience interested in aspects of Japanese, popular and screen-based cultures.

The exhibition will attract a large number of school and tertiary students, through PICA's Spark_Lab program aimed at developing new audiences for contemporary art and instilling innovation skills and capacities in young people and their teachers.

Through its Spark_Lab program PICA will offer guided tours, workshops, education notes and teachers' professional learning programs specifically related to the exhibition and the themes contained within it.

Over the last five years Spark_Lab reached more than 10,000 students from 150 Western Australian schools assisted by a team of over 100 contemporary artists and other innovators.

During each major exhibition PICA also works in conjunction with DADAA to present a tour for people with disabilities. The curatorial and exhibition team and the artist will work with DADAA to find different ways that people with disabilities can access the sensory qualities of the exhibition.

PICA anticipates approximately 20,000 visitors will attend the free exhibition, using the City's parking facilities and visiting, in increased numbers, nearby businesses and cultural facilities. REMPLAN, the City's Economic Modelling Tool estimates the direct economic impact of the project to be \$1,940,000 whilst the total economic impact for this project is estimated at \$3,074,000.

A recent audience survey undertaken by PICA indicates that 63% of PICA visitors come into the city to visit PICA specifically; they state that whilst in the city they will spend money on shopping, eating, drinking and visiting other city galleries and attractions.

The local economy benefits from regular and ongoing cultural programming which ensures that the Cultural Centre, which is easily accessible from Northbridge and the city's retail precincts, provides an active, vibrant and interesting destination to visit.

The project must be of high artistic quality/ cultural relevance.

PICA is a leading centre for the development and presentation of contemporary art in Australia, PICA has a proven record in the presentation of high quality and innovative new work across a broad range of art forms.

Showcasing the work of local artist Pip & Pop, *When Happiness Ruled* is an ambitious project that will engage a large and diverse audience, whilst providing an opportunity for the artist to extend her art practice to kinetic sculpture.

A recent audience survey indicates that the majority of PICA's audiences are young, highly educated and come from culturally diverse backgrounds. 54% of attendees are aged 34 or under and 79% had a tertiary degree or higher. The survey indicates that visitors come to PICA to be inspired, and that they see PICA as a place to learn and broaden their understanding of contemporary arts. Pip & Pop's colour saturated dreamscapes appeal to a broad audience and support PICA's commitment to developing new audiences.

PICA will actively promote participation in, and engagement with *When Happiness Ruled* through its schools education program Spark_Lab. The Spark_Lab program for young people and their teachers promotes the values of cultural innovation and cultivating creativity and encouraged audience development of cultural activities.

The organisation must have an established relationship with the City of Perth and has demonstrated a high standard of service and program delivery.

As part of its application for sponsorship, PICA has submitted a copy of the 2015 Annual report, providing evidence that the organisation has generally met and exceeded most of its performance indicator benchmarks, performing well in the production and presentation of creative output. This includes development of new work, artist's residency projects and creative partnerships with interstate or international counterparts.

The organisation is committed to a high standard of presentation. Director Amy Barrett-Lennard and PICA professional staff have a high level of expertise and strong industry networks.

Applicant must demonstrate a financial contribution to the project derived from other sources.

PICA has provided a summarised project budget indicating a confirmed financial contribution from the Department of Culture and the Arts core funding, and a confirmed contribution from Australia Council core funding. PICA anticipates additional income will be derived from private donations, ticket and catalogue sales and services provided in-kind.

Acknowledgement

City of Perth funding of \$30,000 would secure the benefits outlined in Parts 2.1 to 2.10 of this report.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	93C4 8000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
	BUDGET ITEM
BUDGETED AMOUNT:	\$1,280,000
AMOUNT SPENT TO DATE:	\$ 723,500
PROPOSED COST:	\$ 30,000
BALANCE:	\$ 526,500

All figures quoted in this report are exclusive of GST.

COMMENTS:

PICA’s exhibitions are free for the public to attend and consistently provide value to the community who are able to engage with the arts in a unique gallery environment. This environment encourages innovation, experimentation and discussion.

The recommended investment represents a contribution of \$1.50 per person based on audience estimates whilst the direct economic impact for this project is estimated at \$1,940,000.

PICA’s program is uniquely positioned within the Arts and Cultural Sponsorship Program to be a leader of new trends in contemporary art practice and is successful in meeting the objectives of this program.

Whilst PICA has historically applied for support of two annual program exhibitions, this application for *When Happiness Ruled* was considered to meet the program objectives to a high level, with a strong emphasis on local artist development, multi-disciplinary programming and audience development.

ITEM NO: 3

ARTS AND CULTURAL SPONSORSHIP 2016/17 – ASSOCIATE PARTNERSHIP – BLACK SWAN STATE THEATRE COMPANY – 2017 SEASON

**MARKETING, SPONSORSHIP (APPROVAL)
AND INTERNATIONAL
RELATIONS COMMITTEE
RECOMMENDATION:**

That Council:

- 1. approves Cash Sponsorship - Associate Partnership, of \$30,000 (excluding GST) to Black Swan State Theatre Company for sponsorship of the Black Swan State Theatre Company Open Day;***
- 2. notes that Black Swan State Theatre Company will provide the following sponsorship benefits to the City of Perth:***
 - 2.1 Open Day Partner status for the duration of the 2017 Season;***
 - 2.2 inclusion of the City of Perth crest on promotions and advertising relating to the 2017 season including but not limited to season brochure, production programs, media kits, quarterly subscriber newsletter and annual report;***
 - 2.3 inclusion of the City of Perth crest on digital media including the partners page of 2017 website, on rotation on foyer screens at each show and on screen at the 2017 Season Launch;***
 - 2.4 inclusion of City of Perth crest in all Open Day promotional material including posters and postcards;***
 - 2.5 inclusion of City of Perth crest on digital media for the Open Day including web page, email campaigns and promotional video;***

(Cont'd)

- 2.6 ***inclusion of City of Perth crest on partners banner on display in the Heath Ledger Theatre bar and projected onto the wall at Studio Underground bar during Black Swan State Theatre Company productions;***
 - 2.7 ***display of City of Perth signage (provided by City of Perth) in the foyer of State Theatre Centre for the Open Day;***
 - 2.8 ***verbal acknowledgement by Black Swan State Theatre Company's Executive Director during Open Day formal proceedings;***
 - 2.9 ***Open Day Presentation rights, to be cited as Black Swan State Theatre Company Open Day proudly presented by City of Perth;***
 - 2.10 ***The Lord Mayor or representative will be invited to give an official speech during the Open Day formal proceedings;***
 - 2.11 ***a City of Perth representative will be invited to participate in the proposed panel discussion "how the arts reflect the unique cultural identity of the City of Perth";***
 - 2.12 ***provision of video, copy, images and/or interviews for use at the City's discretion;***
3. ***notes that Black Swan State Theatre Company will offer the following sponsorship leveraging opportunities to the City of Perth:***
 - 3.1 ***provision of video, copy, images and/or interviews for use at the City's discretion;***
 - 3.2 ***feature City of Perth Art Collection works in Open Day installation;***
 - 3.3 ***opportunity for City of Perth's History Centre to set-up temporary sound booth at the Open Day to record sound grabs for the 'Oral Histories Interviews' project;***

(Cont'd)

3.4 provision of tickets for competition or visitor engagement purposes for the i-City Visitor Information Booth; and

- 4. notes that the City of Perth is to be provided with an acquittal report for the supported project within 3 months of completion of the 2017 Season and an audited annual financial report of Black Swan State Theatre Company within 6 months of the conclusion of the relevant financial year.**

BACKGROUND:

FILE REFERENCE: P1032405-03
REPORTING UNIT: Business Support & Sponsorship
RESPONSIBLE DIRECTOR: Economic Development & Activation
DATE: 19 August 2016
MAP/SCHEDULE N/A

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Engagement Committee at its meeting held on 27 September 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

The Black Swan State Theatre Company (BSSTC) has requested sponsorship of \$55,000 comprised of \$30,000 for presentation of their 2017 Performance Season with 'Production Partner' status on the presentation of *Midnite the Story of a Wild Colonial Boy* and \$25,000 for sponsorship of the 2017 Inaugural Open Day, through the City's Arts and Cultural Sponsorship Program.

BSSTC is a resident company in the State Theatre Centre of Western Australia. In 2016, BSSTC celebrated 25 years of presenting local theatre to city audiences.

As the State's flagship theatre company, BSSTC presents a broad ranging program including the new Australian works, international works and modern classic plays.

Since its inception in 1991, the Company has developed a reputation for innovation and the nurturing of new work, in particular, the telling of Western Australian stories.

BSSTC has identified their vision:

Vision – Our vision is for Black Swan to be Australia's gateway to exceptional theatre: internationally recognised, earning critical acclaim, attracting capacity audiences, producing unique and meaningful theatre experiences in tune with our community.

Mission – Our mission is to produce theatre of exceptional quality that celebrates life, while entertaining and enriching the hearts and minds of Australians.

BSSTC has identified their goals:

- An internationally recognised company of scale and quality with regular national and international touring and creative partnerships;
- A national leader in the development and presentation of new work and innovation; and
- Central to a comprehensive and cohesive program that activates the State Theatre Centre as a ‘Cultural hub’.

Past support

The City of Perth has provided sponsorship to BSSTC since 2006.

Year	Sponsorship Amount	Supported Program
2006/07	\$6,000	One Performance Season in Emerging Artist Program-Woyzeck
2009/10	\$15,000	Annual Season Sponsor - 5 plays
2010/11	\$15,000	Annual Season Sponsor - 5 Plays
2011/12	\$30,000	Associate Partnership - Annual Season Recognition 6 Plays
2012/13	\$30,000	Associate Partnership - Annual Season Recognition 7 Plays
2013/14	\$30,000	Associate Partnership - Annual Season Recognition 8 Plays
2014/15	\$30,000	Associate Partnership - Annual Season Recognition 7 Plays
2015/16	\$50,000	Associate Partnership- Annual Season Recognition 7 Plays <u>and</u> ‘Production Partner’ Status on National Theatre of China Collaboration The Caucasian Chalk Circle
2016/17 Requested	\$55,000	Associate Partnership- Annual Season Recognition 7 Plays <u>and</u> ‘Production Partner’ Status on Midnite the Story of a Wild Colonial Boy <u>and</u>

Year	Sponsorship Amount	Supported Program
		<i>Black Swan State Theatre Company Open Day proudly presented by City of Perth</i>
<i>2016/17 Proposed</i>	<i>\$30,000</i>	<i>Associate Partnership- Annual Season Recognition – 7 Plays</i> <i>and</i> <i>Black Swan State Theatre Company Open Day proudly presented by City of Perth</i>

An acquittal report for the 2014/15 supported project and the 2015 audited financial statement have been received and are accessible within the Elected Member Portal (TRIM 60825/16).

The 2015/16 acquittal report is not expected until March 2017 as the 2016 Annual Season is still underway.

This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding, as demonstrated by the following summary:

- In 2015, a total audience of over 46,406 attended BSSTC productions throughout the year; and
- The 2015 Annual Season included 3 World Premieres and 2 WA Premieres. BSSTC provides pathways for artists to work with BSSTC. *Extinction* (for which City of Perth was Production Partner) included many artists who have benefited from Black Swan's artist development programs. It marked the Heath Ledger Theatre directorial debut of Stuart Halusz.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

Council Four Year Priorities: Healthy and Active in Perth
S15 Reflect and celebrate the diversity of Perth

Policy

Policy No and Name: 18.1 – Arts and Culture
18.8 – Provision of Sponsorship and Donations

Eligibility:

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes the criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy's objectives and selection criteria as follows:

Category of Sponsorship: Associate Partnership	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
Have formally identified arts and/ or culture as its primary purpose.	Criterion met
Be a formally constituted not-for-profit, benevolent or charitable organisation.	Criterion met
Project Eligibility Criteria	
Be an Australian legally constituted entity.	Criterion met
<i>The applicant must not be:</i>	
A government authority, agency or department.	Criterion met
An individual.	Criterion met
An applicant that has previously submitted unsatisfactory or incomplete reports.	Criterion met
An applicant that has outstanding debts to the City of Perth.	Criterion met
An applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year.	Criterion met
Project Eligibility Criteria	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries.	Criterion met
Occur with the specified timeframe.	Criterion met
<i>The project must not be:</i>	
For profit or commercial purposes.	Criterion met
For fundraising.	Criterion met
An award ceremony or industry specific presentation.	Criterion met
Training, workshops, research or professional development.	Criterion met

DETAILS:

Project Summary

In 2017, BSSTC will present five productions in the State Theatre Centre's Heath Ledger Theatre and two in the Studio Underground. The season will offer a diverse combination of contemporary Australian, European and American classics, in addition to new Australian works from national emerging and established writers. The 2017 season will have wide appeal to a broad demographic, and continue to cater to an audience of diverse interests by producing highly acclaimed and award winning local, international and fringe theatre.

BSSTC has requested sponsorship of the 2017 Annual Season with "Production Partner" status on *Midnite the Story of a Wild Colonial Boy* by Randolph Stow, a family production expected to attract a total attendance of 6,000.

Additionally, BSSTC has requested sponsorship of the *Black Swan State Theatre Company Open Day*, an audience access initiative that will provide skills development and learning opportunities for drama students and emerging theatre artists.

As part of the free *Open Day* program, BSSTC will offer masterclasses, script reading, workshops, demonstrations and talks from panels of theatre experts.

At a cost of \$20 per person, visitors can attend a theatre performance and participate in a back stage tour of the State Theatre Centre.

BSSTC anticipates an approximate total audience of 3,500 will attend the *Open Day*.

Ticket Prices

BSSTC's single standard and concession tickets range from \$62.00 to \$77.50. The Company offers a range of discount options including season and family packages, group discounts and student rush tickets.

In 2015, BSSTC launched a \$20 ticket initiative subsidised by Rio Tinto aimed at providing audiences with greater accessibility to theatre.

The *Open Day* is free for the public to attend. Backstage tours and stage performances will be available at a ticket cost of \$20.

ASSESSMENT:

The application was measured against the objectives and assessment criteria outlined in the Arts and Cultural Sponsorship Guidelines and in accordance with Policy 18.8 and Policy 18.1.

The identified objectives of projects within the Associate Partnership Category of Arts and Cultural Sponsorship are to support arts and cultural activities that:

- Invest in the development and presentation of local arts and cultural activity;
- Enhance the profile of the city of Perth as pre-eminent cultural destination;
- Enhance the corporate profile of the City of Perth; and
- Contribute to the economy of the city.

The project must demonstrate shared objectives as an Associate Partner

Through this category of sponsorship, the City of Perth supports recurring arts and cultural programs by established partners. Since its inception in 1991, Black Swan State Theatre Company has earned both critical and popular acclaim for its world premiere productions and highly distinctive interpretations of international theatre classics.

Each year approximately 40,000 people attend BSSTC productions at the State Theatre Centre, and a similar audience number is anticipated in 2016. Year round programming in the city's major cultural venues helps to promote the City of Perth as a pre-eminent cultural destination and enhancing the corporate profile of the City.

BSSTC season performances encourage visitation into the Northbridge area in the evening midweek and on weekends. In addition to annual season programming, in 2017 BSSTC will deliver an *Open Day* event attracting audiences that may not usually attend live theatre performances. This event provides an audience development opportunity for the company whilst activating the State Theatre Centre of WA with free family activities.

BSSTC has a strong commitment to the development of young artists, providing employment opportunities to local artists, creative personnel, workers and business in associated industries. Its corporate partnerships have commissioned highly acclaimed works showcasing Western Australian stories, and its investment in the development of local arts and culture has been further enhanced by the facilitation of professional development programs for emerging Western Australian artists and writers.

BSSTC will invite other arts organisations to participate in the *Open Day*, providing further engagement opportunities for local businesses and arts organisations.

Visiting audiences are expected to stay a total of 1,300 overnight stays. The City's Economic Impact Modelling tool, REMPLAN, estimates the total economic impact of *BSSTC Annual Season and Open Day* is \$8,144,000 with a direct effect of \$5,139,000.

BSSTC patrons utilise the City's adjacent parking facilities at State Library and Roe Street, Northbridge. and are actively encouraged to visit nearby restaurants and bars, providing a significant economic contribution to the city. BSSTC estimates that approximately \$4,500,000 of the total project budget will be spent in Perth, approximately 80% of anticipated expenditure.

The project must demonstrate artistic excellence

The BSSTC benchmarks the artistic quality of its performances against other Australian state theatre companies. As the State's flagship theatre company, BSSTC is a professional theatre company that maintains a high standard of artistic product. High quality presentation is a core mission and value of the company.

BSSTC has provided a detailed 2015 Annual Report in support of its application for 2016/17 sponsorship. The Annual Report includes key performance indicators in relation to audience satisfaction and award nominations and/or wins, reporting that in most instances, BSSTC exceeded these forecast targets. Also included in the Annual Report are excerpts of independent published reviews of BSSTC plays which report positively on recent productions. These excerpts are comprised of reviews from publications such as ABC Online, The Australian, the West Australian, Theatre Australia and Arts Hub.

The annual season has been developed under the leadership of incoming Artistic Director Clare Watson who has been appointed as the new Artistic Director from 2017. Watson has worked with Melbourne Theatre Company, Malthouse Theatre, State Theatre Company of South Australia, Belvoir St Theatre and is currently Artistic Director of St Martins Youth Arts Centre.

The organisation must have an established relationship with the City of Perth and has demonstrated a high standard of service and program delivery

BSSTC has submitted an audited annual report for 2015 with its application and has delivered all acquittal and reporting documentation to a high standard.

BSSTC have maintained a consistently high standard of delivery of supported program and associated sponsorship benefits.

Applicants must provide evidence of a financial contribution to the project derived from other sources

BSSTC has provided a project budget for *Midnite the Story of a Wild Colonial Boy* and the *Open Day*.

The total *Midnite the Story of a Wild Colonial Boy* income (\$455,437) is derived from box office (\$184,000) program sales (\$2,530) Department of Culture and the Arts core funding allocation (\$238,907). The total value of the request for City of Perth sponsorship for this project is 6.5% of the total project budget.

The total *Open Day* income (\$49,395) is derived from Department of Culture and the Arts core funding allocation (\$15,145) and in-kind venue hire (\$9,250). The total value of the request for City of Perth sponsorship for this project is 50.6%.

Acknowledgement

City of Perth funding of \$30,000 would secure the benefits outlined in Parts 2.1 to 3.4 of this report.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	121-254-7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
	BUDGET ITEM
BUDGETED AMOUNT:	\$1,440,000
AMOUNT SPENT TO DATE:	\$ 430,250
PROPOSED COST:	\$ 40,000
BALANCE:	\$ 969,750

All figures quoted in this report are exclusive of GST

COMMENTS:

The request of \$55,000 (exc. GST) is consistent with the level of sponsorship provided in 2015/16, however this was provided as a one-off investment to support The Caucasian Chalk Circle, an international collaboration with the National Theatre of China, in July and August 2016.

On analysis of the application, the amount of \$30,000 is recommended to support the presentation of the *Open Day*. This amount is in line with the current budget allocation and expected return on investment. The additional \$5,000 recommended above the requested amount will support BSSTC to present an event of increased production quality. This event is likely to generate increased positive media exposure for the City of Perth. The event is likely to attract new audiences to the State Theatre Centre of Western Australian and encourage new relationships with city arts activities.

The *Open Day* contributes to the vibrancy of the city by successfully balancing an accessible and engaging program of activities with high quality contemporary theatre performance.

The City's change from supporting the annual season through a production partner benefit to supporting large scale activations is consistent with the new sponsorship strategy for arts and culture partnerships in 2017 and beyond, with the City of Perth focused on artistic development, community engagement, attracting new audiences and sustainability.

ITEM NO: 4

ARTS AND CULTURAL SPONSORSHIP 2016/17 – ASSOCIATE PARTNERSHIP – THE CONTEMPORARY DANCE COMPANY OF WESTERN AUSTRALIA

**MARKETING, SPONSORSHIP (APPROVAL)
AND INTERNATIONAL
RELATIONS COMMITTEE
RECOMMENDATION:**

That Council:

- 1. approves Cash Sponsorship - Associate Partnership, of \$30,250 (excluding GST) to The Contemporary Dance Company of WA Limited (trading as CO3) for sponsorship of the City of Perth Community Access Program;***
- 2. notes that CO3 will provide the following sponsorship benefits to the City:***
 - 2.1 naming rights to the supported projects to be cited as “City of Perth Community Preview”, “City of Perth Fitness Fridays with CO3”, “City of Perth Developing Artists Program”;***
 - 2.2 joint naming rights to Youth Scholarship Program to be cited as “City of Perth Scholarship to the Act-Belong-Commit Co: Youth Ensemble”;***
 - 2.3 inclusion of City of Perth signage at sponsored events;***
 - 2.4 inclusion of City of Perth crest on all promotional materials including print advertising and Television Commercial;***
 - 2.5 verbal acknowledgement of City of Perth support in radio advertising and in speeches at all official functions;***

(Cont'd)

- 2.6 inclusion of City of Perth crest on partners banner on display in the Heath Ledger Theatre bar and projected onto the wall at Studio Underground bar during Black Swan State Theatre Company productions;**
 - 2.7 opportunity for the Lord Mayor or representative to publicly present the City of Perth Youth Scholarships;**
 - 2.8 Provision of video, copy, images and/or interviews for use at the City's discretion;**
- 3. notes that the City of Perth is to be provided with an acquittal report for the supported project within 3 months of completion of the supported projects and an audited annual financial report of The Contemporary Dance Company of Western Australia within 6 months of the conclusion of the relevant financial year.**

BACKGROUND:

FILE REFERENCE: P1032405
REPORTING UNIT: Business Support & Sponsorship
RESPONSIBLE DIRECTOR: Annaliese Battista, A/ Director Economic Development & Activation
DATE: 1 September 2016
MAP/SCHEDULE: N/A

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Engagement Committee at its meeting held on 27 September 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

The Contemporary Dance Company of Western Australia (trading as Co3) has requested sponsorship of \$47,640 to support the presentation of a comprehensive *Community Access Program* through the City's Arts and Cultural Sponsorship Program.

Co3 is a not-for-profit contemporary dance company established in 2015 as the peak body for contemporary dance in Perth. Co3 has taken over the key functions of two local dance companies Buzz Dance Theatre and Steps Youth Dance Company holding all intellectual property rights of the two companies. With office and studio space located in the King Street Arts Centre, Co3 is the state's flagship contemporary dance company, supporting and inspiring the development of dancers and dance culture in Western Australia.

Founding Artistic Director, Raewyn Hill, brings national and international experience to the creation and performance of world-class repertoire, and is renowned for her development of exemplary dancers, the programming of visceral and powerful contemporary dance works, and the creation of transformative community and education programs that connect with metropolitan, regional and remote communities.

Purpose

To inspire and enrich lives through engagement with dance by delivering excellent, contemporary performance and practice.

Vision

By 2020, Co3 will be a leading contemporary dance institution in the Australasian region, recognised locally, nationally and internationally, with a reputation for excellence, and renowned for developing its dancers, dance-makers, artists, students and management teams.

Artistic Vision

- That Co3 will be a courageous artistic house, producing world-class contemporary dance, created with national and international experts, and situated at the forefront of Australian Art; and
- Through focus on excellence, art-form innovation and risk-taking, unique development and strengthening of our dancers, engagement, connecting with and making an impact in our community, and building successful collaborations, Co3 will truly be a leading, artistically vibrant company of the 21st century.

Past Support

Year	Sponsorship Amount	Supported Program	
<i>2015/16</i>	<i>\$10,000</i>	<i>McGowann, Webber, Hill Launch Season</i>	
2016/17 Requested	\$47,640	City of Perth Community Access Program	
		<i>Community Preview Program</i>	\$10,000
		<i>Co3's Fitness Fridays</i>	\$2,500
		<i>Co: Dance School Holiday Program Scholarships</i>	\$10,000
		<i>Open Rehearsals</i>	\$2,500
		<i>Youth Scholarship</i>	\$2,640
		<i>Developing Artists Program</i>	\$20,000

Year	Sponsorship Amount	Supported Program	
2016/17 Proposed	\$30,250	City of Perth Community Access Program	
		<i>Community Preview Program</i>	\$5,000
		<i>Co3's Fitness Fridays*</i>	\$2,610
		<i>Youth Scholarship</i>	\$2,640
		<i>Developing Artists Program</i>	\$20,000

*Propose increased activity

An acquittal report for the 2015/16 supported project has been received and is accessible within the Elected Member Portal (TRIM 165793/16).

This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding, as demonstrated by the following summary:

- The premiere season achieved a total attendance of 2,214 to five performances at the State Theatre Centre of Western Australia;
- The season achieved an average paid attendance at 60% capacity and a total attendance at 85% capacity; and
- The season attracted positive media review including the following:
"Exhilarating to watch...explosive impact" Rita Clarke, The Australian; and
"Hill's debut program for Co3 showcases the versatility of her dancers and also her own artistic diversity....Our State Flagship Company is in capable hands. 4½ stars" Nina Levy, The West Australian.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

Council Four Year Priorities: Healthy and Active in Perth
 S15 Reflect and celebrate the diversity of Perth

Policy

Policy No and Name: 18.1 – Arts and Culture
 18.8 – Provision of Sponsorship and Donations

Eligibility:

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes the criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy's objectives and selection criteria as follows:

Category of Sponsorship: Associate Partnership	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
Have formally identified arts and/ or culture as its primary purpose.	Criterion met
Be a formally constituted not-for-profit, benevolent or charitable organisation.	Criterion met
Be an Australian legally constituted entity.	Criterion met
<i>The applicant must not be:</i>	
A government authority, agency or department.	Criterion met
An individual.	Criterion met
An applicant that has previously submitted unsatisfactory or incomplete reports.	Criterion met
An applicant that has outstanding debts to the City of Perth.	Criterion met
An applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year.	Criterion met
Project Eligibility Criteria	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries.	Criterion met
Occur with the specified timeframe.	Criterion met
<i>The project must not be:</i>	
For profit or commercial purposes.	Criterion met
For fundraising.	Criterion met
An award ceremony or industry specific presentation.	Criterion met
Training, workshops, research or professional development.	Criterion met

DETAILS:

Project Summary

Project A: City of Perth Community Preview Program

Through this program Co3 will invite 1,200 members of the community to attend one of four Co3 productions throughout the 2016/17 season at no charge.

The Community Preview Program is offered to community groups and charitable organisations within the City of Perth, seniors and equity card holders and will encourage the broader community to experience new forms of dance, whilst providing an audience development opportunity to Co3.

The program will be administered by Co3.

Key Dates

Dates	Season
15-17 September 2016	Cry
7-10 December 2016	Our City. Our Stories
27 March – 1 April 2017	Frank Enstein

Location

State Theatre Centre of Western Australia.

Ticket Prices

1,200 tickets in total will be offered to community groups and eligible individuals at no charge. Tickets prices are usually charged as follows:

Full Price - \$77.48

Concession - \$30.00

Budget

The total project budget for this activity is \$300,000. Co3 has requested \$10,000 to support this project.

Comments:

It is recommended to support the provision of 600 community tickets through the *Community Preview Program*, rather than the 1,200 community tickets proposed. This approach provides a low-risk opportunity to pilot the program whilst assessing the feasibility of continued support. The recommended level of support for this project is \$5,000.

Project B: Co3's Fitness Fridays

Coinciding with the 2017 City of Perth Winter Arts Festival, *Co3's Fitness Fridays* will deliver 10 free fitness classes to the general public at King Street Arts Centre.

Co3's Fitness Fridays aims to encourage participation in physical activity and promote mindfulness of health and fitness to the broader community and will be delivered by Co3's core dancers.

Key Dates

Dates	Program
Friday 2 June 2017 – Friday 1 September 2017	Co3's Fitness Fridays

Location

King Street Arts Centre.

Ticket Prices

This initiative is free for the general public to attend.

Participants

Co3 anticipates a total of 500 people will participate in Co3 Fitness Fridays over 10 weekly sessions.

Budget

The total project budget for this activity is \$12,000. Co3 has requested \$2,500 to support this project.

Comments:

It is recommended that this activity be supported on the basis that the program runs for the entire 12 weeks of Winter Arts Festival.

Project C: City of Perth Co: Dance School Holiday Scholarships

Act-Belong-Commit Co:Dance is one of Co3's key youth engagement initiatives and includes weeklong creative intensive sessions during school holidays for young people aged 7–17. The program aims at fostering creativity, stimulating imagination, building confidence and developing the performance skills of young dancers.

Delivered by members of the Co3 professional ensemble, each day involves contemporary dance class followed by a range of activities that help young dancers create their own ideas and movements, as well as learn some short sequences of choreography.

This program is aimed at building community relationships with schools and community centres. One week every school term, Co3 will deliver in-school workshops at primary schools across the Perth metropolitan area, offering 20 scholarship places for students to attend the workshops.

Key Dates

Dates	Program
January 2017	Co:Dance Workshops
April 2017	Co:Dance Workshops
July 2017	Co:Dance Workshops
September/October 2017	Co:Dance Workshops

Location

King Street Arts Centre

Ticket Prices

City of Perth sponsorship of this initiative will enable Co3 to offer 40 scholarship enrolments over a minimum of eight workshops.

City of Perth support will also enable Co3 to offer all other enrolments at a subsidised price of \$125.

Participants

40 scholarships and 120 paying participants

Budget

The total project budget for this activity is \$42,000. Co3 has requested \$10,000 to support this project.

Acknowledgement

Healthway, as major sponsor of the Co:Dance program, hold naming rights to Co:Dance, cited as *Act-Belong-Commit Co:Dance*. As a result, City of Perth are offered naming rights on scholarship places only, to be cited as City of Perth Scholarship to Co3's *Act-Belong-Commit Co:Dance*.

Comments:

This project is not recommended for support. Co3 have confirmed Healthway have been granted naming rights for this program, as such, the City is unlikely to attract significant positive recognition as a core contributor to the project.

Project D: City of Perth Open Rehearsals

For each rehearsal period in the lead up to a performance season, Co3 will open the King Street Arts Centre to the general public to watch an expert dance maker working with the elite company dancers in an open rehearsal. This is a unique and intimate opportunity for the public to view firsthand the raw process involved in developing a dance piece, experience the company behind the scenes, meet the Artistic Director or the choreographer and watch the dancers in an intimate environment.

Location

King Street Arts Centre.

Ticket Prices

This project is free for the general public to attend.

Audience

Through this program, Co3 aims to deliver a minimum of five *Open Rehearsals* throughout the sponsorship period with a total attendance of 200.

Budget

The total project budget for this activity is \$17,000. Co3 has requested \$2,500 to support this project.

Comments:

This project is not recommended for support. This project was considered to provide minimal benefit to the long term development of the organisation in comparison to the four other projects that have been recommended for support.

Project E: City of Perth Co:Youth Scholarship

The Act-Belong-Commit Co:Youth Ensemble includes weekly Sunday Company Labs (training), taught by some of Western Australia's leading teaching artists and national and international guests. Under the guidance of an expert leadership team, and delivered by Co3 professional dance artists, Co3 also provides an opportunity for participants to create and perform their own choreography, learn existing Co3 repertoire, and develop site-specific works.

In addition, the Elite Training Squad is selected by Co3's Artistic Director and Community and Engagement Director through auditions for young dancers in Year 10 or above. The Elite Training Squad program is focused on nurturing the individual dancer, providing strength and conditioning training, technical refinement and artistry development, leading towards tertiary transition readiness through strategic partnerships with the Western Australian Academy of Performing Arts (WAAPA) and LINK Dance Company.

Co3 contributes to the Western Australian dance ecology through a range of artistic programs, secondments, traineeships, and skills development initiatives. Within the local community Co3 continues to build pathways for the company dancers and youth ensemble and for Co3 to engage with and provide employment opportunities across all levels of the WA dance community.

The *Co:Youth Scholarship* is an initiative aimed to award exemplary young dancers involved in the Co:Youth program. It allows Co3 to provide support towards their progression in training as a professional dance artist. City of Perth support will enable Co3 to award two young dancers with a scholarship place to the program.

Key Dates

Dates	Program
October 2016	Auditions for 2017 Co: Youth Ensemble
7 – 10 December 2016	Our City. Our Stories. Dolphin Theatre
Wednesdays and Sundays 2017	Training

Location

King Street Arts Centre & Dolphin Theatre University of Western Australia.

Ticket Prices

Sponsorship will support two Youth Ensemble scholarships, normal membership price \$1,320 per annum.

Participants

A total of 70 Youth Ensemble participants are appointed.

Budget

The total project budget for this activity is \$90,000. Co3 has requested \$2,640 to support this project.

Comments:

This project is recommended for support as it positions the City as a direct contributor to the development of young artists in Perth, which contributes to a vibrant cultural sector and creative economy. At the culmination of the audition for the 2017 Co:Youth, two young people will be selected as the inaugural recipients of the *City of Perth Scholarship to Act-Belong-Commit Co:Youth Ensemble*. Co3 will provide an opportunity for a City of Perth representative to publicly present the scholarships at a community event.

Project F: City of Perth Developing Artists Program

Co3 artists are among some of Australia's most talented emerging dancers and Co3 is committed to the development of its dancers as they are embedded within all elements of the company, including performances, education programs and community engagement projects.

Each dancer receives mentoring and support from Artistic Director, Raewyn Hill, and Community Engagement Director, Richard Longbottom, toward developing and expanding their artistic practice.

Co3 artists make a personal commitment to Co3 to remain in Perth and invest in the developing cultural landscape through their contribution to the dance sector.

Co3 artists make an invaluable and immeasurable contribution to the daily life of the company and by 2017, Co3 aims to double the number of weeks that the dancer is employed. This will provide greater opportunities for Co3 dancers to contribute to the development of the Company as well as accelerate their artistic journey. Co3's major goal over 2017-2020 is to provide nine dancer contracts per annum including two Developing Artists.

Location

King Street Arts Centre.

Budget

The total project budget for this activity is \$40,000. Co3 has requested \$20,000 to support this project.

Comments:

This project is recommended for support. Co3 is currently able to employ six dancers for an average of 10-15 weeks per year. City of Perth sponsorship of the *Developing Artists Program* will directly support the artist wages for two Developing Artists by extending Co3 contract periods.

Longer-term, support of this initiative assists Co3 in achieving artistic goals and working towards a full-time dance ensemble by 2021. This project supports the economic and professional development of the sector and positions the city as a hub for professional arts activity.

ASSESSMENT:

The application was measured against the objectives and assessment criteria outlined in the Arts and Cultural Sponsorship Guidelines and in accordance with Policy 18.8 and Policy 18.1.

The identified objectives of projects within the Associate Partnership Category of Arts and Cultural Sponsorship are to support arts and cultural activities that:

- Invest in the development and presentation of local arts and cultural activity;
- Enhance the profile of the city of Perth as pre-eminent cultural destination;
- Enhance the corporate profile of the City of Perth; and
- Contribute to the economy of the city.

The project must demonstrate shared objectives as an Associate Partner

Through this category of sponsorship, the City supports projects which invest in the development and presentation of local arts and cultural activity. Since its inception in

2015, Co3 has earned critical acclaim for its premiere season *re:Loaded* supported by the City of Perth through the Arts and Cultural Sponsorship Program in 2015/16.

The *City of Perth Community Access Program* provides the community with ongoing opportunities to engage with the State's flagship contemporary dance company. The program provides audiences with unprecedented access to the creative process of contemporary dance. The *Open Rehearsals Program* is designed to develop a new generation of dance lovers in Perth. *Co3 Fitness Fridays, Community Preview Program* and the *Open Rehearsals Program* will attract increased visitation to King Street Arts Centre and surrounds.

Co3 implements a company-wide commitment and long-term approach to build and develop audiences. Key principles of Co3's Audience Development Strategy include understanding existing audiences' needs whilst attracting new audiences and establishing ongoing relationships with target audiences.

As a result of Co3's comprehensive engagement programs, acclaimed performance seasons and location at King Street Art Centre, the company enhances the profile of the City of Perth as a cultural destination.

The project must demonstrate artistic excellence

As the State's flagship professional contemporary dance company Co3 is currently involved in various collaborations with high profile organisations, cultural institutions and venues also renowned for artistic excellence. These collaborations work towards successfully producing outcomes that directly influences the growth of the cultural profile of the City of Perth as well as developing new audiences for Co3 and contemporary dance. These collaborations include Art Gallery of Western Australia, Sydney Dance Company, LINK, WAAPA, STRUT and Ausdance WA.

Currently, Co3 is in discussion with Sydney Dance Company (SDC) who will support Co3 in a number of initiatives across 2016/2017, including selecting repertoire from their season of *New Breed*; technical equipment loans; and workshops and master classes for Co3's Youth Programs.

Co3 is invested in the on-going development of the next generation of Australia's dance makers. Co3 dancer development is supported through an elite performance culture and sector-leading physical training programs to ensure artists are the fittest and of the highest standard in Australia.

The organisation must have an established relationship with the City of Perth and has demonstrated a high standard of service and program delivery

Co3 was previously sponsored by the City of Perth to present the premiere season *re:Loaded*. The season received critical acclaim and the applicant demonstrated a high standard of program delivery.

Applicants must provide evidence of a financial contribution to the project derived from other sources

Co3 has provided a total budget of \$501,000 for the *City of Perth Community Access Program* comprised of six projects:

Project A: City of Perth Community Preview Program;

Project B: City of Perth Fitness Fridays with Co3;

Project C: City of Perth Co:Dance School Holiday Scholarships and Subsidy Program;

Project D: City of Perth Open Rehearsals Access Program;

Project E: City of Perth Co:Youth Scholarship; and

Project F: City of Perth Developing Artists Program.

The budget includes box office income (\$55,000) Membership (\$84,000) Department of Culture and the Arts (\$100,000) Healthway (\$50,000) Australia Council (\$28,000) Corporate Sponsorship (\$34,000) Donations (\$50,000) and a self-contribution of \$50,000.

The request of \$50,000 represents approximately 10% of total program costs.

Acknowledgement

City of Perth funding of \$30,250 would secure the benefits outlined in Parts 2.1 to 2.8 of this report.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	93C4 8000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
	BUDGET ITEM
BUDGETED AMOUNT:	\$1,280,000
AMOUNT SPENT TO DATE:	\$ 693,250
PROPOSED COST:	\$ 30,250
BALANCE:	\$ 556,500

All figures quoted in this report are exclusive of GST

COMMENTS:

The request of \$47,640 (exc. GST) is considered consistent with the return on investment anticipated for the described program. However, upon analysis of the application, the amount of \$30,250 is recommended to support the presentation of the following projects within the *City of Perth Community Access Program*:

Project A: City of Perth Community Preview Program;

Project B: City of Perth Fitness Fridays with Co3;

Project E: City of Perth Co:Youth Scholarship; and

Project F: City of Perth Developing Artists Program.

Co3 prioritises programs for young people that support their development as creative, innovative and entrepreneurial individuals. The community and education programs that Co3 provide are progressive and responsive to community needs, giving a broad range of public direct access to, experience in, and appreciation for contemporary dance.

REMPPLAN, the City's Economic Modelling Tool estimates the direct economic impact of the recommended projects to be \$410,000. This estimate reflects only the economic impact based on the City's contribution to the projects and not the entire program. REMPLAN estimates that the direct economic impact of the Co3 2015 Annual Season was \$1,028,000. It is expected that the direct economic impact of the 2016 Annual Program will exceed \$1,500,000.

Arts, Culture & Heritage Unit has identified Co3 as a key future partner due to its commitment to the development of young artists and the art form, and encouraging professional arts practitioners to remain in Perth. This recommendation represents a strategic investment to support the development of Co3 to meet these shared objectives.

ITEM NO: 5

THREE YEAR PARTNERSHIP – VOLUNTEERING WA INC. - HOMELESS CONNECT PERTH

**MARKETING, SPONSORSHIP (APPROVAL)
AND INTERNATIONAL
RELATIONS COMMITTEE
RECOMMENDATION:**

That Council:

- 1. approves a three year partnership with Volunteering WA Inc. commencing October 2016 through to December 2019 for the delivery of the annual Homeless Connect Perth event;***
- 2. approves Cash Sponsorship of \$81,000 per annum for the delivery of Homeless Connect Perth totalling \$243,000, plus annual CPI adjustments in 2017/18 and 2018/19;***
- 3. approves In-kind Sponsorship up to \$5,500 per annum for costs associated with event bins, event parking and road closure advertising for the duration of the three year partnership;***
- 4. notes that a detailed acquittal report is to be submitted within four months of the Homeless Connect Perth event concluding each year.***

BACKGROUND:

FILE REFERENCE:	P1023236
REPORTING UNIT:	Community Services
RESPONSIBLE DIRECTORATE:	Community and Commercial Services
DATE:	12 September 2016
MAP/SCHEDULE	N/A

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Engagement Committee at its meeting held on 27 September 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

As an initiative of the Council of Capital City Lord Mayors, at its meeting held on 29 January 2008, Council supported the concept of the Homeless Connect Perth event to be implemented as part of a national program in partnership with business and the community. The successful inaugural Homeless Connect Perth event was held on 26 November 2008 at the Citiplace Community Centre.

Eight successful Homeless Connect Perth events have since been held by the City in partnership with Volunteering WA. The event has become an annual event with the 2015 event held at Russell Square, the Hellenic Community Centre, and the RUAH Homeless Day Centre in Northbridge.

At its meeting held on **5 August 2015**, Council approved sponsorship to Volunteering WA Inc. for the implementation partnership of the eighth annual Homeless Connect Perth.

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Strategic Community Plan
Council Four Year Priorities: Living in Perth
S9 Promote and facilitate CBD living

Policy

Policy No and Name: CP18.8 – Provision of sponsorship and donations

DETAILS:

Homeless Connect Perth is based on a “one-stop-shop” model of service provision to homeless people. It was developed in San Francisco in 2004 and is now being held around the world.

The aims of Homeless Connect Perth are to:

- Provide immediate services and support to meet the wide range of needs of homeless people and people at risk of homelessness;
- Empower homeless people and people at risk of homelessness and provide awareness of longer term opportunities and pathways to meet individual needs;
- Increase community and business understanding and support through involvement in Homeless Connect Perth;
- Enable better connection of services to meet the holistic needs of homeless people and people at risk of being homeless, on the day and beyond; and
- Create a day of celebration, hope, fun and social connections.

The Homeless Connect Perth 2016 is a free event to be held on Wednesday, 9 November 2016 at Russell Square, the Hellenic Community Centre and RUAH Centre in Northbridge.

Homeless Connect Perth brings together government, businesses, community groups and volunteers to provide more than 100 free essential services to people experiencing homelessness or at risk of homelessness for a day. The goal of the day is to facilitate access to a range of services that ultimately assist people who are disadvantaged to find new pathways and connections out of homelessness. The range of services available on the day includes:

- Accommodation assistance;
- Support and counselling;
- Legal advice;
- Employment options;
- Free health check-ups (GPs, dentists, podiatrists and optometrists including free prescription glasses);
- Massage and natural therapy treatments;
- Food and beverages;
- Personal hygiene assistance (haircuts, showers and clothing);
- Identification documentation;
- Budget / financial counselling;
- Employment/training services;
- Health services;
- Aboriginal services; and
- Youth services.

2015 Acquittal

The Homeless Connect Perth 2015 event was held on Wednesday, 11 November 2015. The “one-stop-shop” of service providers was set-up in Russell Square, the Hellenic Community Centre and the RUAH Community Centre Northbridge. It was estimated:

- More than 1500 persons, who are homeless, without secure accommodation or at risk of being homeless, attended;
- 450 volunteers were recruited and assisted with the delivery of Homeless Connect Perth 2015. This included 200 general and specialist volunteers to work on the delivery of Homeless Connect Perth, with another 250 volunteers working in the donations warehouse and for the pre-event set-up and post-event clean up. Nine corporate teams were involved. A total of 5,597 hours of volunteering time, equating to \$182,070;
- 106 service providers (an increase from 84 in 2014) from all levels of government and not for profit agencies provided more than 3,000 instances of assistance and support. Examples of support services included hot meals and refreshments, hairdressing (200 haircuts), showers, podiatry (\$9,000 worth), dental treatments, medical treatment, prescription glasses (70 examinations and glasses dispensed), Centrelink assistance, Medicare assistance, Australian Taxation assistance, Australian Electoral Commission assistance and assistance from the Registry of Births, Deaths and Marriages;

- More than 1,500 main meals were serviced for lunch in addition to 1,800 cups of coffee, 1,200 freshly squeezed cups of orange juice and 1,000 bacon and egg breakfast rolls; and
- Six truckloads of donated items were distributed. Donated items included swags, sleeping bags, blankets, toiletry/hygiene packs, shoes, clothing, underwear, children's toys, books, household items and non-perishable food.

Funding Request

The total cost of the 2016 Homeless Connect Perth event is \$396,600. Volunteering WA Inc. is seeking cash sponsorship of \$85,000 as a contribution towards the delivery of the event.

Included in the \$85,000 request is \$10,000 for the cost to rent warehouse space in Welshpool which will serve as a collection and sorting space for donated items for Homeless Connect Perth 2016. Until 2015 the City of Perth provided the use of the Gasworks Building at no cost. Following a storm, the Gasworks Building sustained damage to the area used by Volunteering WA and the building is no longer accessible. In 2015, a contribution of \$6,000 was provided to Volunteering WA to assist with the cost of leasing another space. It is proposed that there be no increase to this amount and Volunteering WA utilise some of the surplus funds carried over from previous Homeless Connect Perth events to cover any shortfall.

Other internal costs related to the event are as follows:

Advertising for Road Closure	\$ 800
Event bins	\$ 525
Event Parking Bays	\$2,514
Total	\$3,839

It should be noted that approximately \$4,800 in City of Perth costs relating to reserve hire and road closures are paid directly by Volunteering WA back to the City.

Most services participating in Homeless Connect Perth donate their time and resources to the day. Financial assistance of \$80,000 (\$60,000 confirmed) has been provided to assist with the delivery of Homeless Connect Perth and a further \$221,600 of in-kind services and support will be provide by a number of organisations.

Other cash contributions include:

PCWA / Santos	\$35,000	Confirmed
Department for Child Protection and Family Support	\$ 5,000	Unconfirmed
Rotary Club of Ballajura	\$ 5,000	Unconfirmed
Department of Aboriginal Affairs	\$ 5,000	Unconfirmed
Australia Post	\$ 5,000	Unconfirmed
Other	\$25,000	Confirmed

It is calculated that for every City of Perth dollar invested in Homeless Connect Perth a threefold return on investment is generated from the community and business in terms of volunteered time and donated services.

Past contributions

The City of Perth has supported the event with funding since 2008. The following table shows the City's previous support for the event:

Year	City of Perth implementation contribution to Volunteering WA (\$)	Other costs met by the City of Perth (including, waste and parking management, road closure, advertising and traffic management) (\$)	Total
2008	60,000	8,594	68,594
2009	60,000	31,622	91,622
2010	65,000	5,324	70,324
2011	65,000	3,126	68,126
2012	68,000	4,621	69,621
2013	69,700	8,563*	78,263
2014	77,000 **	5,748	82,748
2015	79,350***	4,500	83,750
2016 (Proposed)	81,000	Advertising of road closure, event bins and event parking as quoted by City - \$3,539	84,539
2017 (Proposed)	81,000 +CPI	Advertising of road closure, event bins and event parking as quoted by City - up to \$5,500	81,000 + CPI (plus up to \$5,500 in-kind)
2018 (Proposed)	2018 cash amount +CPI	Advertising of road closure, event bins and event parking as quoted by City - up to \$5,500	2018 cash amount +CPI (plus up to \$5,500 in-kind)

* A one off repair cost of \$3,560 incurred for electrical cable spiking in Russell Square.

** A one off contribution of \$5,000 for the Homeless Connect Perth Review and Feasibility Study.

*** Includes \$1,350 for the traffic management costs relating to the event road closure and an additional \$6,000 for warehouse costs.

3 Year Partnership Agreement

It is recommended the City of Perth enter into a three year partnership with Volunteering WA Inc.

For the past eight years, Volunteering WA Inc. have had an annual partnership agreement with the City of Perth and have consistently delivered a very successful day that has a positive impact on individuals by providing them with immediate connections to multiple support and service providers that assist homeless people and people at risk of homelessness.

The benefits of the City of Perth entering a three year agreement with Volunteering WA Inc. include:

- Allow for longer term planning and development of strategies for the future delivery of Homeless Connect Perth. Currently it is not possible to plan too far in advance without secure funding beyond one year.
- Minimise the number of lost opportunities that require advance commitment such as additional fundraising opportunities, engagement of key team members, negotiation of venue space and facilities, engaging corporate and specialist volunteers.
- Allow for the development of engagement strategies with supporters allowing for other long term partnership opportunities and ability to build longer term relationships with service providers who are crucial to the delivery of Homeless Connect Perth.
- Allow both Volunteering WA and the City of Perth to be responsive to research already undertaken in relation to Homeless Connect Perth and help both organisations to respond and to further develop research findings.
- Demonstrate that the City of Perth is committed to providing support to homeless people in our community long term.

Sponsorship Recognition

The 3 year partnership agreement with Volunteering WA will include the following recognition:

- City of Perth crest to be included on all promotional material and publications for Homeless Connect Perth (2016, 2017 and 2018);
- City of Perth acknowledged in all advertising and promotions;
- City of Perth acknowledged in the Volunteering WA Annual Report;
- City of Perth signage at the event and collection and sorting warehouse;
- City of Perth acknowledgement as principal partner on Volunteering WA and Homeless Connect websites;
- Provision of a web link to the City of Perth website;
- Invitation for the Lord Mayor to officially launch Homeless Connect Perth 2016, 2017 and 2018;
- Invitation for Elected Members and senior officers and staff to attend the launch of Homeless Connect 2016, 2017 and 2018; and
- Provision of Homeless Connect photographs and DVD as required for City of Perth publications and online communications.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	CL
BUDGET ITEM:	Recreation and Culture – Other Recreation and Sport – Community Recreation Program
BUDGET PAGE NUMBER:	TBA
BUDGETED AMOUNT:	\$85,702
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$84,539
BALANCE:	\$ 1,163

All figures quoted in this report are exclusive of GST.

COMMENTS:

Homelessness is an ongoing issue. It is complex and requires a collaborative approach.

Feedback from the sector indicates that Homeless Connect Perth is considered beneficial to managing homelessness in the city with many homeless service providers closing for the day to be part of the event.

The success of Homeless Connect Perth is due to the unique partnership of the City of Perth, Volunteering WA Inc. and all the volunteers, service providers, donors and community supporters, and is a positive example of what can be achieved through collaboration.

While the event is held one day per year, Volunteering WA works all year round on various aspects of the project, in particular liaising with service providers, coordinating the collection and sorting of donations before and after the event, recruiting volunteers and the seeking other sponsors and fundraising events.

Homeless Connect Perth has received acknowledgment from other sectors – twice receiving a City of Perth Australia Day Award and in 2016 was a finalist in the WACOSS (Western Australian Council of Social Service) Community Services Excellence Awards.

This year the City of Perth was bequeathed \$179,454.12 to be used for the purpose of Homeless Connect. It is not the City's intention to use this money to subsidise the City of Perth's contribution to the Homeless Connect Perth day but instead develop longer term initiatives. The City of Perth will work in collaboration with Volunteering WA to identify these initiatives which will sit under the umbrella of Homeless Connect Perth and will be for the benefit of people experiencing homelessness or at risk of homelessness. Proposed initiatives will be reported back to Council as appropriate.

ITEM NO: 6

CITY OF PERTH PARKING PARTNERSHIP 2016/17 - ROE STREET CAR PARK USE OF ROOFTOP FOR ARTRAGE ROOFTOP MOVIE

**MARKETING, SPONSORSHIP (APPROVAL)
AND INTERNATIONAL
RELATIONS COMMITTEE
RECOMMENDATION:**

That Council:

- 1. approves the Artrage Rooftop Movie event to be conducted on the rooftop of the Roe Street Car Park for the 2016/17 season from Monday, 17 October 2016 until Sunday, 19 March 2017 that includes event bump-in and bump-out. The parking fees of \$167,696 associated with the use of the space are to be offset by partnership benefits to the City of Perth in facilitating the event;***

- 2. the event organiser will provide the following partnership benefits to the City to offset the parking fees:***
 - 2.1 inclusion of the City of Perth Parking logo in all print promotional material and publications including posters and flyers, performance programs and advertisements;***

 - 2.2 inclusion of the City of Perth Parking logo on electronic media including website, e-news and Facebook page;***

 - 2.3 City of Perth Parking digital advertisement screened nightly throughout the season;***

 - 2.4 improvements to directional signage on ground level to increase traffic to both Rooftop Movies and the City of Perth car park and other additional signage as approved by the City of Perth;***

(Cont'd)

- 3. notes that following conclusion of the 2016/17 Rooftop Movie season a further review is to be conducted to determine the most appropriate use of the rooftop of the Roe Street Car Park.**

BACKGROUND:

FILE REFERENCE: P1028024
REPORTING UNIT: Commercial Parking
RESPONSIBLE DIRECTORATE: Community and Commercial Services
DATE: 09 September 2016
MAP / SCHEDULE: N/A

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Engagement Committee at its meeting held on 27 September 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

At its meeting held on **31 January 2012**, Council approved use of the Roe Street Car Park for a trial operation of a rooftop open air cinema to be operated by Artrage Inc. for the period from 7 February until 30 April, 2012.

After the trial season, season one of the Rooftop Movies ran from 10 December 2012 to 18 April 2013, season two from 24 October 2013 to 12 April 2014, season three from 30 October 2014 to 11 April 2015 and season 4 from 19 October to 31 March 2016.

Throughout these periods, Artrage Inc. has used the rooftop of Roe Street Car Park to screen outdoor movies and hold morning yoga sessions. A New Year's Eve party event was held; City of Perth Parking (CPP) was a partner of this event. Advertising and other promotions have been used to offset the costs associated with Artrage Inc. utilising the space.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications	Strategic Community Plan Council Four Year Priorities: Community Outcome S13 Development of a healthy night time economy
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Policy

Policy No and Name: CP18.8 – Provision of sponsorship and donations

DETAILS:

The City of Perth has for some years promoted the use of the upper stories of several of the City's car parks to conduct events when there is an availability of

parking bays. Rooftop Movies managed by Artrage Inc. has operated four seasons on the upper level of the Roe Street Car Park occupying 67 parking bays.

In previous years, it was suitable to hold an event on the Roe Street rooftop over an extended period as the demand for parking particularly on weekdays was low. However, with the nearing completion of Kings Square, Perth City Link and other developments, it is expected that the demand for parking in the area and particularly the Roe Street Car Park which is located directly opposite the Kings Square development will increase significantly as more commercial tenants and retailers move into the area.

In previous seasons, the Rooftop Movies have been successful in stimulating vibrancy and bringing people into the city. The report provided identifies a drop from 30,960 to 29,340 patrons visiting the movies throughout the 2014/15 season and a slight decline in the average nightly attendance to from 227 to 217.

In commercial terms, the loss of income from the use of the 67 bays as an event space had minimal impact on patronage by movie goers parking in the Roe Street Car Park. The table below provides a comparison of night car park patronage during the event; for a normal period 30 days just prior to the event; and for a longer period earlier in the year.

Rooftop Movie - Patronage Analysis (Night, Entry between 6pm to 12am)

Patronage Analysis Rooftop Movie Period Vs Normal Business Period

	Night time Patronage 6pm to 12 midnight	Average Patronage/ Night
1	Rooftop Movie Period Patronage 30/10/2014 to 11/04/2015	572
2	Normal Business Period Patronage Prior to Event 25/09/2014 to 25/10/2014 (30 days)	591
	Variance	-3.28%

	Night time patronage 6pm to 12 Midnight	Total Patronage
1	Rooftop Movie Period Patronage 30/10/2014 to 11/04/2015 (164 days)	84,443
2	Normal Business Period Patronage 15/05/2014 to 25/10/2014 (164 days)	79,870
	Variance	5.89%

It should be noted that generally, the Roe Street Car Park has a history of reaching its capacity in terms of patronage on Friday and Saturday nights. This must be taken into consideration when deciding whether it is a viable option to reduce the Roe Street Car Park by 65 parking bays over this high use period.

Rooftop Movies will this year occupy 65 bays as 2 bays have been leased to Vodafone on a permanent basis for telecommunications equipment.

Following the conclusion of the 2016/17 Rooftop Movie season, a further review is to be conducted to determine the most appropriate use of the rooftop of the Roe Street Car Park including whether events that extend over a long period are suitable when demand for parking is expected to be high.

A number of risks may impact the Roe Street Car Park operations if the Artrage Rooftop Movie events occur for the 2016/17 period. Below is a risk management table addressing the potential risks:

Risk Management Table

Risk Description	Likelihood	Consequence	Risk Rating	Mitigation
Lack of patrons	Unlikely	Loss of revenue	Medium	Artrage Inc. will be providing advertising benefits to CPP
Increased parking demand due to nearby developments	High	Complaints from the public	Medium	Providing alternative parking options via CPP App, signage and website
Patrons falling over 1 metre wall on top level of car park	Unlikely	Death	Low	Artrage Inc. to provide security to manage people on in the area
Evacuation in an emergency	Unlikely	Bodily injury to patrons or CPP staff	Low	Evacuation plan is in place. CPP will communicate the evacuation plan to Artrage Inc. Clear signage in car park building

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	09112000
BUDGET ITEM:	CPP – Undercover Car Park Operations
BUDGET PAGE NUMBER:	62
BUDGETED AMOUNT:	\$ 2,894,034
AMOUNT SPENT TO DATE:	\$
PROPOSED COST:	\$ 167,696
BALANCE:	\$ 2,726,338

All figures quoted in this report are exclusive of GST.

COMMENTS:

The City of Perth has reviewed operational and financial implications and the information from previous seasons of the Rooftop Movies at Roe Street Car Park.

As a result, Artrage are required to ensure that all planning, health and legislative approvals are in place before Artrage Inc. can commence the use of the upper level of the Roe Street Car Park for events. Artrage must also update and comply with the relevant Hazard and Risk Assessment documents, address all Occupational Safety and Health (OSH) related issues associated with the event and have approved by the City Security and Traffic Management Plans at least two weeks prior to the start of the rooftop movies.

City of Perth staff will continue to work closely with Artrage Inc. to ensure the success of the Rooftop Movies season for 2016/17.

Analysis is ongoing in order to assess the change in demand for parking in the area in light of the ongoing development of Kings Square, Perth City Link and how this may impact on future parking demands for the Roe Street Car Park and the surrounding area in 16/17 and beyond.

Artrage are also seeking funding/sponsorship from the City for the FRINGE World Festival and is subject to a separate report to Council.

ITEM NO: 7

ARTS AND CULTURAL SPONSORSHIP 2016/17 – MAJOR PARTNERSHIP – ARTRAGE INC. 2017 FRINGE WORLD FESTIVAL

**MARKETING, SPONSORSHIP (APPROVAL)
AND INTERNATIONAL
RELATIONS COMMITTEE
RECOMMENDATION:**

That Council:

- 1. approves cash Arts and Cultural Sponsorship - Major Partnership, of \$100,000 (excluding GST) to Artrage Inc. for sponsorship of the 2017 FRINGE World Festival to be held Friday, 20 January 2017 to Sunday 19 February 2017***
- 2. notes that Artrage Inc. will provide the following event and sponsorship benefits to the City of Perth:***
 - 2.1 inclusion of the City of Perth crest on Festival promotional material and publications, including but not limited to FRINGE World Festival online ticket receipts, invitations, letterhead, media releases, printed guide, posters and e-newsletters;***
 - 2.2 inclusion of City of Perth crest on site signage including digital/screen and outdoor advertising;***
 - 2.3 weblink to the City of Perth website and sponsor acknowledgement on the FRINGE World website;***
 - 2.4 inclusion of City of Perth crest on Festival cinema and/or Television Commercial advertising;***
 - 2.5 acknowledgement of City of Perth sponsorship in official speeches at key sponsor events including launch event;***
 - 2.6 naming rights to a FRINGE World Award;***

(Cont'd)

- 2.7 provision of footage and photography for use at the City's discretion;**
 - 2.8 opportunity to include an advertisement in the FRINGE World Festival printed guide (circ. 250,000);**
 - 2.9 opportunity to include three questions in the FRINGE World Audience Survey;**
 - 2.10 Artrage Inc. representatives to attend an Elected Member briefing in November 2016;**
 - 2.11 provision of eight Friends of the FRINGE World Festival memberships for distribution through social media competitions; and**
- 3. notes that the City of Perth is to be provided with an acquittal report for the supported project within three months of completion of the FRINGE World Festival and an audited financial report of Artrage Inc. within six months of the conclusion of the relevant financial year.**

BACKGROUND:

FILE REFERENCE: P1032405-01
REPORTING UNIT: Business Support & Sponsorship
RESPONSIBLE DIRECTOR: Economic Development & Activation
DATE: 29 August 2016
MAP / SCHEDULE: Confidential Schedule 5 – Food & Beverage operations
(Distributed to Elected Members under separate cover)

The Committee recommendation to the Council for this report was resolved by the Marketing, Sponsorship and International Engagement Committee at its meeting held on 27 September 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

Artrage Inc. has requested Arts & Cultural Sponsorship of \$100,000 exc. GST to support the presentation of Artrage Inc. managed venues located within the City of Perth boundaries during the 2017 FRINGE World Festival.

In addition, Artrage Inc. has requested support to present the 2017 FRINGE World Festival from City of Perth Parking as a commercial partnership. It should be noted, however, that the level of investment and anticipated outcomes are to be managed independently and on the basis of differing service priorities.

The City of Perth has provided in-kind support to Artrage Inc. for the underpropping of the Cultural Centre Car Park since the event's pilot in 2011. Underpropping is necessary to support the structural integrity of the City's car park. Approval to discount parking fees associated with the underpropping, (50% discount on the estimated loss of income) is within the delegated authority of the Director of Community and Commercial Services and has previously been approved at that level.

The City's cash sponsorship contribution is measured in accordance with the City's Arts and Cultural Sponsorship objectives, eligibility and assessment criteria whilst the in-kind component provided by City of Perth Parking is expected to off-set the costs associated with using the car park and provide a commercial benefit to the City's parking operations.

Organisation Background

Artrage Inc. is a not-for-profit multi-arts organisation and registered charity incorporated in 1983 (formerly *Festival Fringe Society of Perth*).

Artrage Inc. has stated its purpose, vision and mission as:

Purpose

To enrich and evolve the creative arts of Western Australia.

Vision

To embed FRINGE World Festival in the hearts and minds of all Western Australians.

Mission

To provide enduring benefits for artists, audiences and a diverse family of stakeholders through building the world's strongest festival.

Artrage Inc. is a key contributor to the vibrancy and vitality of cultural life of Perth. Artrage Inc. is the producer of *FRINGE World Festival*, *Rooftop Movies* and *Outer Fringe*. *FRINGE World Festival* is an open-access, annual, multi-disciplinary arts Fringe Festival, presenting work by independent local, national and international artists.

Through partnerships with key organisations such as Department of the Premier and Cabinet, *Outer Fringe* tours *FRINGE World Festival* shows throughout regional Western Australia.

In 2016, the organisation commissioned the *FRINGE World Festival 2016 Impact Report*. The report recorded community perceptions of the *FRINGE World Festival* and provided an analysis of the festival's economic impact. Provided to the City of Perth in July 2016, the *FRINGE World Festival 2016 Impact Report* reports that Gross Visitor Expenditure during the 2016 festival was \$70,500,000 with a total Gross Economic Movement of \$98,000,000. 3,381 artists participated in the 2016 *FRINGE*

World Festival, of which, 71% originated in Western Australia, 19% originated elsewhere in Australia and 10% originated from overseas. \$8,300,000 was delivered to artists in gross box office returns.

An acquittal report for the 2015/16 supported project and the 2014/15 audited financial statements have been received and are accessible within the Elected Member Portal (TRIM 92376/16). The 2015/16 Audited financial statement is not expected until October 2016.

This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding, as demonstrated by the following summary:

- In 2016, a total audience of 989,675 attended *FRINGE World Festival* events (free and ticketed). This represents 724,156 total attendances at Artrage Inc. managed venues within the City of Perth;
- 3,381 artists participated in the festival (71% from WA). 2,226 artists performed in an Artrage Inc. managed venue within the City of Perth;
- 72 Independent venues were located within the City of Perth, these venues recorded free and ticketed attendance of 211,171;
- 90% of *FRINGE World Festival* survey respondents believe *FRINGE World Festival* enables them to see high quality performances they would otherwise not see;
- 68% respondents agree that *FRINGE World Festival* has contributed to them feeling safer in Northbridge and the Perth city centre;
- 75% of audiences ate at a restaurant before or after attending a *FRINGE World Festival* venue and 67% of audiences had a drink at a bar, nightclub or café; and
- 68% of local businesses agree that *FRINGE World Festival* has a significant positive impact on their business.

Past support

The City of Perth has provided sponsorship for the *FRINGE World Festival* since its inception in 2010/11.

Artrage Inc. Arts & Cultural Sponsorship Program sponsorship history is as follows:

Year	Description	Requested	Approved
2010/11	Spiegeltent Program/ Fringe World Festival Freebies- Event Pilot	\$20,000	\$20,000*
2011/12	<i>Arts & Cultural Sponsorship</i> Fringe World Festival	\$50,000	\$50,000
2012/13	<i>Arts & Cultural Sponsorship</i> Fringe World Festival 10 Festival Hub Venues	\$50,000	\$50,000
2013/14	<i>Arts & Cultural Sponsorship</i> Fringe World Festival Festival Hub Venues	\$51,250	\$51,250

Year	Description	Requested	Approved
2014/15	<i>Arts & Cultural Sponsorship Fringe World Festival Festival Hub Venues</i>	\$100,000	\$72,531
2015/16	<i>Arts & Cultural Sponsorship FRINGE World Festival 2016</i>	\$100,000	\$75,000
2016/17	<i>Arts & Cultural Sponsorship FRINGE World Festival 2017</i>	<i>\$100,000</i>	<i>Proposed \$100,000</i>

*((\$15,000 Arts and Cultural Sponsorship, \$5,000 Marketing Unit)

Artrage Inc. City of Perth Parking partnership history is as follows:

Year	Description	Requested	Approved
2010/11	<i>City of Perth Parking Use of car bays in Cultural Centre Carpark</i>	In-Kind	\$10,000 In-kind
2011/12	<i>City of Perth Parking Use of car bays in Cultural Centre Carpark</i>	In-kind	\$10,108
	<i>City of Perth Parking Use of Roe Street Car Park - Rooftop Movies</i>	In-kind	\$53,300 In-kind
2012/13	<i>City of Perth Parking Use of car bays in Cultural Centre Carpark</i>	In-kind	\$10,000
	<i>City of Perth Parking Use of Roe Street Car Park - Rooftop Movies</i>	In-kind	\$130,660 In-kind
2013/14	<i>City of Perth Parking Use of car bays in Cultural Centre Carpark</i>	In-kind	\$10,108
	<i>City of Perth Parking Use of Roe Street Car Park - Rooftop Movies</i>	In-kind	>\$130,000 In-kind 172 days
2014/15	<i>City of Perth Parking Use of Cultural Centre Car Park</i>	In-kind	\$11,409.60 In-kind
	<i>City of Perth Parking Use of Roe Street Car Park - Rooftop Movies</i>	In-kind	\$150,561.65 In-kind
2015/16	<i>City of Perth Parking Use of Roe Street Car Park</i>	In-kind	\$190,598 In-kind 163 days
	<i>City of Perth Parking Use of Cultural Centre Car Park</i>	In-kind	\$11,409.60
2016/17	<i>City of Perth Parking Use of Roe Street Car Park</i>	<i>In-kind</i>	<i>Proposed \$167,696 In-kind</i>
	<i>City of Perth Parking Use of Cultural Centre Car Park</i>	<i>In-kind</i>	<i>Proposed \$11,424.60</i>

Due the open access nature of the festival, individual presenting artists and companies are eligible to apply for sponsorship of performances registered as participants of the festival. In 2016 the City provided support to *FRINGE World Festival* events including *Summer Nights* at the Blue Room Theatre.

The City of Perth also provided subsidised venue hire of the Perth Town Hall to some presenting artists. It is important that access to additional support remains open to individual arts who often incur a financial risk when staging productions, and that this support works in partnership with the significant promotional and ticketing support provided to them through their association with the *FRINGE World Festival*.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

Council Four Year Priorities: Healthy and Active in Perth
S15 Reflect and celebrate diversity of Perth

Policy

Policy No and Name: 18.1 – Arts and Culture
18.8 – Provision of Sponsorship and Donations

Eligibility:

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes the criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy's objectives and selection criteria as follows:

Category of Sponsorship: Major Partnership	
Applicant Eligibility Criteria	
<i>The applicant must:</i>	
Have formally identified arts and/ or culture as its primary purpose.	Criterion met
Be a formally constituted not-for-profit, benevolent or charitable organisation.	Criterion met

Project Eligibility Criteria	
Be an Australian legally constituted entity.	Criterion met
<i>The applicant must not be:</i>	
A government authority, agency or department.	Criterion met
An individual.	Criterion met
An applicant that has previously submitted unsatisfactory or incomplete reports.	Criterion met

Project Eligibility Criteria	
An applicant that has outstanding debts to the City of Perth.	Criterion met
An applicant that has already received support from the City of Perth for this project or any City of Perth sponsorship in the same financial year.	Criterion met
Project Eligibility Criteria	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries.	Criterion met
Occur with the specified timeframe.	Criterion met
<i>The project must not be:</i>	
For profit or commercial purposes.	Criterion met
For fundraising.	Criterion met
An award ceremony or industry specific presentation.	Criterion met
Training, workshops, research or professional development.	Criterion met

DETAILS:

Project Summary

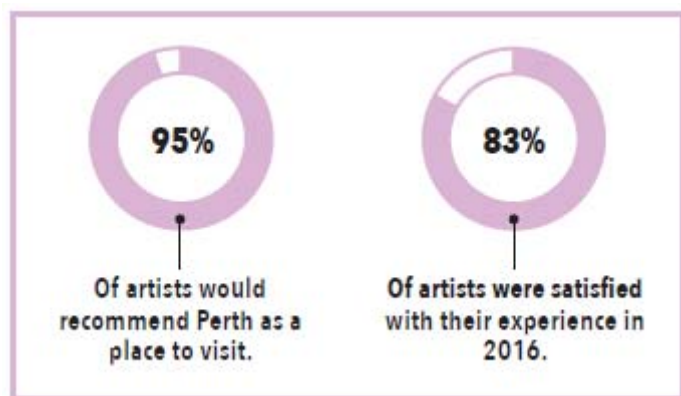
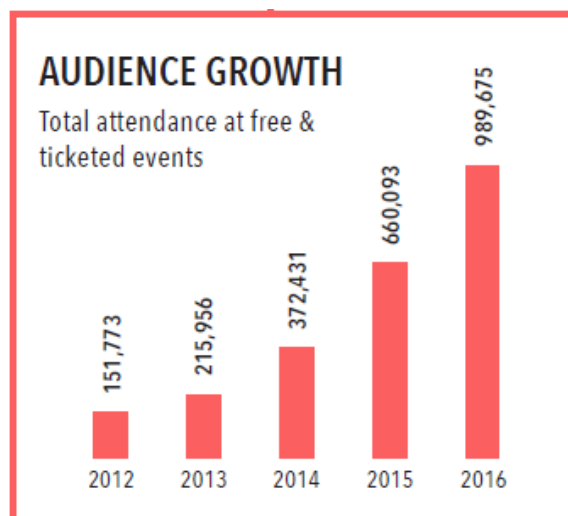
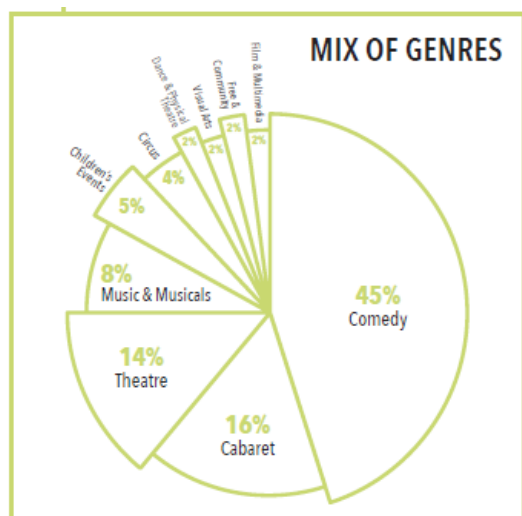
The *2017 FRINGE World Festival* will take place over a four week period showcasing a range of performances from independent local, national and international artists, from a variety of genres including theatre, circus, dance, cabaret and music.

The sponsorship request relates specifically to Artrage Inc. managed venues and predominantly temporary infrastructure, all located within the City of Perth boundaries. These include spiegel tents and circus tents in Northbridge at the Perth Cultural Centre and The Pleasure Garden at Russell Square. The 19 Artrage Inc. Managed venues in 2016 included La Soiree Spiegel tent, The Budgie Smuggler, Frankie's Caravan, The Shambles, Circus Theatre, Deluxe, The Stables, The Lunar Sensation, The Gold Digger, De Parel Spiegel tent, Black Flamingo, Big Top, The West Australian Spiegel tent and Casa Mondo.

As an open access festival the *FRINGE World Festival* includes independently produced events and managed venues. 72 independently-managed venues were presented in the 2016 festival.

Artrage Inc. has indicated that plans to create a new festival hub in the Cathedral precinct are currently in development and a tentative booking has been placed on the Perth Town Hall as a result.

2016 *FRINGE* World Festival Statistics



Further information can be found in the *FRINGE* World Festival 2016 Impact Report located within the Elected Member portal.

2017 *FRINGE* World Festival attendance forecast

Ticketed attendance	304,986
Free attendance	443,115
Total attendance	748,101

2017 *FRINGE* World Festival Artrage Inc. managed venues attendance forecast

Ticketed attendance	91,495
Free attendance	132,935
Total attendance	224,430

The organisation has put some considered measures in place to maintain rather than grow the scale and reach of the festival. These measures are designed to avoid market saturation, ensure the best chances of success for all participants and maintain levels of critical mass and dynamism across all key precincts and venue networks that the *FRINGE* World Festival engages with, activates and enlivens. As a

result, the 2017 projections reflect a lower total attendance than in 2016 due to a reduction in the number of events from 713 in 2016 to 650 in 2017.

Key Dates

The *FRINGE World Festival* will take place from Friday, 20 January to Sunday, 19 February 2017.

The following key dates have been identified:

Day	Date	Event
Thursday	8 December 2016	Program announced and tickets on sale
Friday	20 January 2017	<i>FRINGE World Festival</i> opens to public
Sunday	19 February 2017	<i>FRINGE World Awards Ceremony</i>
Sunday	19 February 2017	<i>FRINGE World Festival</i> closes

Ticket Prices

Artrage Inc. indicates that the average ticket price for a festival event is \$30.35. *FRINGE World Festival* presenters manage their own ticket price and may choose to apply discounts. Whilst concession tickets are not available, Artrage Inc. has implemented a variety of incentives to ensure capacity audiences, these include:

- Discounts for group bookings;
- “Mates rates” – presenters offer the discount to family and friends, requires a discount code to be entered when purchasing tickets;
- Discounted tickets to festival partners, requires a discount code to be entered when purchasing tickets;
- RushTix – discounted tickets available on the day of the performance, Rush tix are on average half the price of the standard ticket; and
- Festival passes, provided to staff, volunteers and registered artists, allows free entry to shows that are not sold out.

ASSESSMENT:

The application was measured against the objectives and criteria outlined in the Arts and Cultural Sponsorship Guidelines and in accordance with Policy 18.8 and Policy 18.1.

The project must demonstrate shared objectives as a Major Partner

Through this category of sponsorship, the City of Perth supports recurring arts and cultural programs by established partners. 2017 will be the sixth year of the *FRINGE World Festival* following a successful pilot program in 2011.

FRINGE World Festival provides a necessary platform form for local artists to present their work and further opportunities for creative and audience development. Artrage Inc. indicates that based on 2016 registrations, 71% of artists participating were

Western Australian, 19% Australian and 10% International artists. This represents 2,337 local artists.

Association with the Festival connects artists to a recognisable brand, marketing and promotional campaign, and indirect access to a large network of venues, events professionals and community of volunteers and supporters.

Contributing to Perth's profile as a pre-eminent cultural destination, the *FRINGE World Festival* has become a major arts event. The Festival is successful in uniting independent artists with a wide audience through a common ticketing system and consolidated brand managed by Artrage Inc.

The 2016 Festival included 171 Western Australian premieres, 84 Australian premieres and 264 World premieres. 349,841 tickets were sold generating box office sales of more than \$9,300,000. *FRINGE World Festival* has become the biggest annual event in Western Australia and the third largest *FRINGE World Festival* globally.

Of the 2016 audience survey respondents, 96% agree that the Festival contributes to making Perth special as a city, 98% believe the Festival is an important addition to Western Australia's cultural life and 90% also noted they were more likely to visit the city in the future as a result of their visit to the Festival. 95% of participants interviewed would recommend Perth as a place to visit.

Based on the *FRINGE World Festival 2016 Impact Report*, the event also brings economic benefit to local business. As outlined in the report, 68% of surveyed business owners agree that *FRINGE World Festival* has a significant positive impact on their business and 61% agree that the Festival brings new clientele into Northbridge, which has long term benefits for their business. The Festival generated \$70,500,000 in gross visitor expenditure.

The project must be of high artistic quality/ cultural relevance

As an open-access multi-arts Festival local artists are provided with an opportunity to develop and share their work to a broad audience.

The artistic quality of events included in the program is ultimately tested by the audience – as indicated by ticket sales, audience demand and recognition through the associated *FRINGE Awards*. In 2016 Festival shows attracted an average capacity of 56.4%.

The *FRINGE Awards* encourages artists working within a range of art forms and varying levels of expertise and provides recognition for achievements in their genre. The open-access structure of *FRINGE World Festival* allows for an environment of exploration and opportunity, artistically this will also produce varied results and critical reception.

The *FRINGE World Festival 2016 Impact Report* identifies overwhelmingly favourable responses from the general public:

- 98% of attendees to the 2016 Festival plan to attend *FRINGE World Festival* again in 2017; and
- 91% of attendees agree that *FRINGE World Festival* promotes Perth as a city that is globally connected.

The results of the report indicate that the event is of high cultural relevance.

The organisation must have an established relationship with the City of Perth and has demonstrated a high standard of service and program delivery

Artrage Inc. has received sponsorship from the City of Perth for more than twenty years. Prior to the commencement of the *FRINGE World Festival*, Artrage Inc. was a City of Perth service provider, presenting numerous events for the City including New Year's Eve Celebrations from 2007 to 2010 and the Northbridge Festival from 2005 to 2008.

Artrage Inc. has demonstrated a very high standard of service delivery and program delivery as evidenced in the *2016 Impact Statement*.

Applicants must demonstrate a financial contribution to the project derived from other sources

A summarised budget representing a cost of \$18,318,474 for the entire festival has been provided.

The budget includes funding from alternative sources, including confirmed funding from Lotterywest (\$700,000), and Department of Culture and the Arts (\$335,983). Additional in-kind sponsorship from the Metropolitan Redevelopment Authority (MRA), City of Perth Parking (CPP) and other corporate sponsors is anticipated.

The budget demonstrates self-generated income in the form of program revenue (\$11,536,695) and venue revenue (\$2,844,824). Program revenue is forecast to increase by approximately \$1,684,494 in 2017, whilst venue revenue is expected to decrease by approximately \$377,364. This fluctuation is indicative of the reduced number of venues expected in 2017.

The budget indicates that the income derived from the project will be fully invested into the delivery of *FRINGE World Festival*. The budget includes in-kind and major corporate sponsorship of cash and goods and services across a range of businesses. Approximately 63% of *FRINGE World Festival* project income is self-generated, with State Government funding representing only approximately 5% of Artrage Inc.'s annual income. (Source: Business News (2016))

Acknowledgement

For \$100,000 (exc. GST) the applicant will be required to provide the benefits as outlined in recommendation section of this report (2.1 – 2.11).

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	93C4 8000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Donations and Sponsorship
BUDGET PAGE NUMBER:	TBA
	BUDGET ITEM
BUDGETED AMOUNT:	\$1,280,000
AMOUNT SPENT TO DATE:	\$ 593,250
PROPOSED COST:	\$ 100,000
BALANCE:	\$ 586,750

All figures quoted in this report are exclusive of GST

COMMENTS:

Large scale festivals provide an environment where artists and audiences can exchange ideas and experience new work which ultimately contributes to the development of the local arts industry and establishes networks for artists to tour their work.

The amount of \$100,000 (exc. GST) in Arts and Cultural Sponsorship is recommended to support the *2017 FRINGE World Festival*. This increased contribution allows the City to elevate its relationship with Artrage Inc. to a more prominent level and provides the City with a stronger voice within future event negotiations and decisions. The City of Perth Arts & Cultural Sponsorship contribution to the Festival is aligned to Artrage Inc. managed venues and as such will support the significant activation of Northbridge. It should be noted that there is ongoing interest from other Local Government Associations to be involved with *FRINGE World Festival* and the City's increased contribution will help ensure the overwhelming majority of content will be delivered within the City of Perth boundaries.

Whilst Artrage Inc. receives a combination of cash and in-kind support from the City of Perth, the organisation is also charged a range of fees including site hire, venue hire, reparation costs and fees for permits which are included in the overall budget.

FRINGE World Festival is Perth's largest annual cultural event. The City of Perth receives substantial benefit from the Festival as detailed in the *FRINGE World Festival 2016 Impact Report*.

Artrage Inc. has provided a comprehensive schedule of temporary food and beverage operations at Artrage Inc. managed venues, (is included as Confidential Schedule 5) and has committed to working with local restaurants and bars to promote artists discounts via the City of Perth Economic Development Unit.

FINANCE AND ADMINISTRATION COMMITTEE REPORTS

ITEM NO: 8

PAYMENTS FROM MUNICIPAL AND TRUST FUNDS – AUGUST 2016

**FINANCE AND ADMINISTRATION (APPROVAL)
COMMITTEE
RECOMMENDATION:**

That in accordance with Regulation 13(1) of the Local Government (Financial Management) Regulations 1996, the list of payments made under delegated authority for the month ended 31 August 2016, be received and recorded in the Minutes of the Council, the summary of which is as follows:

FUND	PAID
Municipal Fund	\$ 11,504,293.20
Trust Fund	\$ 125,502.26
TOTAL:	\$ 11,629,795.46

BACKGROUND:

FILE REFERENCE: P1032265-47
REPORTING UNIT: Finance
RESPONSIBLE DIRECTORATE: Corporate Services
DATE: 1 September 2016
MAP / SCHEDULE: TRIM 159211/16 (Summary available on the Elected Members Portal)

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 4 October 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation Regulation 13(1) of the *Local Government (Financial Management) Regulations 1996*

**Integrated Planning
and Reporting
Framework
Implications**

Strategic Community Plan

Council Four Year Priorities: Capable and Responsive
Organisation

S18 Strengthen the capacity of the organisation

COMMENTS:

Payments for the month of August 2016 included the following significant items:

- \$1,797,496 to the Deputy Commissioner of Taxation for three payroll PAYG payments.
- \$466,806 to Australian Super, \$287,327 to Mercer (Australia) Pty Ltd and \$202,980 to WA Local Government Super Plan for two payroll superannuation payments.
- \$203,877 to Blue Collar People for contract labour hire.
- \$195,568 to Electricity Generation and Retail Corporation for electricity consumption at various locations across the City.

ITEM NO: 9

FINANCIAL STATEMENTS AND FINANCIAL ACTIVITY STATEMENT FOR THE PERIOD ENDED 31 AUGUST 2016

**FINANCE AND ADMINISTRATION (APPROVAL)
COMMITTEE
RECOMMENDATION:**

***That Council approves the Financial Statements and the
Financial Activity Statement for the period ended 31 August
2016 as detailed in Schedule 6.***

BACKGROUND:

FILE REFERENCE: P1014149-25
REPORTING UNIT: Finance
RESPONSIBLE DIRECTORATE: Corporate Services
DATE: 22 September 2016
MAP / SCHEDULE: Schedule 6 – Financial Statements and Financial
Activity Statement for the period ended 31 August
2016

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 4 October 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation	Section 6.4(1) and (2) of the <i>Local Government Act 1995</i> Regulation 34(1) of the <i>Local Government (Financial Management) Regulations 1996</i>
Integrated Planning and Reporting Framework Implications	Strategic Community Plan Council Four Year Priorities: Capable and Responsive Organisation S18 Strengthen the capacity of the organisation

DETAILS:

The Financial Activity Statement is presented together with a commentary on variances from the revised budget.

FINANCIAL IMPLICATIONS:

There are no direct financial implications arising from this report.

COMMENTS:

The Financial Activity Statement commentary compares the actual results for the two months to 31 August 2016 with the Annual Budget 2016/17 approved by Council at its meeting held on **28 June 2016** and budget adjustments adopted by Council at its meeting held on **30 August 2016**.

ITEM NO: 10

ALLOCATION OF FUNDS FROM PUBLIC ART RESERVE TO SUPPORT PUBLIC ART OUTCOMES IN MCLEAN LANE UPGRADE

**FINANCE AND ADMINISTRATION (APPROVAL)
COMMITTEE
RECOMMENDATION:**

That Council APPROVE BY ABSOLUTE MAJORITY the allocation of \$100,000 from the City's Public Art Reserve to support the commissioning of high quality works of public art as an integral part of the City's Laneways Enhancement Project – McLean Lane.

BACKGROUND:

FILE REFERENCE: P1032430
REPORTING UNIT: Arts, Culture and Heritage
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 15 September 2016
MAP / SCHEDULE: Schedule 7 – Final McLean Lane Concept Plan
Schedule 8 – Final Concept Design description
Schedule 9 – Images of Car Park Façade, opposite café alfresco

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 4 October 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

At its meeting held on **5 April 2016**, Council approved the draft concept plan for the upgrade of McLean Lane and the release of the draft plan for consultation. In accordance with Council's resolution, the results of consultation, together with final plans and a cost estimate for the progressing the physical works were presented to the Works and Urban Development Committee on 6 September 2016. The final concept plan was approved by Council at its meeting on **20 September 2016**, noting that construction is scheduled to be completed by 30 June 2017.

Public art is identified as a key feature of the enhancement of McLean Lane, as is illustrated in the approved McLean Lane Concept Plan (refer to Schedule 7). The total approved budget for the laneway enhancement is \$1,276,500 (including design and project management). \$90,000 of this amount is currently allocated to public art.

This amount is proposed to cover the cost of a painted mural, and is the absolute minimum required to treat the walls indicated in the approved Concept Plan (based on standard artist rates set by the National Association of Visual Arts (NAVA) and benchmarked against similar past projects). At the Council meeting held on **20 September 2016**, it was noted that there is scope to increase the budget for the public art component of this project through the City's Public Art Reserve.

This report presents an analysis of the best public art solution that will elevate the laneway to an iconic East Perth destination.

LEGISLATION / STRATEGIC PLAN / POLICY:

Integrated Planning and Reporting Framework Implications

Strategic Community Plan

Council Four Year Priorities: Perth as a Capital City
S5 Increased place activation and use of under-utilised space

DETAILS:

Final McLean Lane Concept Plan

The McLean Lane upgrade is a project that has received community and Council support for its key objectives and outcomes, including:

- provision of alfresco dining;
- enhanced lighting;
- infrastructure to facilitate events occurring in the laneway;
- activation, crime prevention and safety;
- cultural and visual amenity through public art; and
- improved way finding.

In summary, the laneway will contribute to building a vibrant and engaging city for the community and visitors. Key components of the enhancement are detailed in Schedule 8. The laneway upgrade will complement City's Pier Street Carpark building upgrade, and the associated retail tenancy refurbishments on Murray Street. This eastern section of the City's central area will benefit greatly from these enhancements, resulting in increased pedestrian traffic, vibrancy and flow-on economic benefits.

Importantly, the redesign of the laneway will also address antisocial behaviour through:

- removing places of concealment;
- improving lighting;
- installation of CCTV;
- increasing passive surveillance through activation; and
- commissioning artwork to make walls unavailable to graffiti offenders.

Over the past decade, the City has upgraded four laneways with great success. The City's leadership and commitment to improve laneways and encourage a 'finer grain' of activities in the central city area has stimulated commercial interest in these unique spaces.

Public Art Component of the McLean Lane Enhancement Project

The current approved public art component for the laneway includes a mural on the northern elevation of the Padlock Building and a colourful artwork on the western elevation of the Pier Street Carpark. The latter is intended to provide an engaging and vastly improved outlook for people using the laneway and for patrons using the alfresco area of the proposed café in the ground floor of 100 Murray Street, which will be located in the laneway. A current view from the future alfresco site is at Schedule 9. The current budget of \$90,000 will achieve a painted solution only, and the steel grilles along each level of the carpark will remain unchanged. While it will be an improvement, it is not an ideal solution, and will not provide the best visual amenity for café patrons.

Public Art Cost-Benefit Summary

After completing a cost-benefit summary of the public art component of the project, Officers are proposing that \$100,000 be allocated from the City's Public Art Reserve to top-up the public art budget. The additional funds would be allocated to an artistic treatment of the steel grilles, ensuring maximum visual amenity within the required technical specifications for the building. For an increase in project budget of less than 10%, the public art component will significantly increase visual and cultural amenity, elevating the laneway to an iconic destination in East Perth. A full benefits summary is as follows:

Budget	Artwork Description	Benefits
\$90,000	<ul style="list-style-type: none"> A colourful artwork on the western elevation of the Pier Street Car Park inspired by Bob McLean's second-hand furniture shop. A mural on the northern elevation of the Padlock Building. 	<ul style="list-style-type: none"> Add visual and cultural amenity. Reference the history of the site. Cost savings in graffiti removal. Deter anti-social behaviour by engaging local youth in the process.
\$190,000	<p>As above, <u>plus</u>:</p> <ul style="list-style-type: none"> an artistic treatment of the steel grilles along each level of the carpark building (refer to Schedule 8) flowing and integrated into a painted treatment of the 	<p>As above, <u>plus</u>:</p> <ul style="list-style-type: none"> Better integrated design solution for the carpark western elevation. Significantly increased visual amenity for the patrons of the café alfresco. Increased quality of public

Budget	Artwork Description	Benefits
	concrete.	artwork, creating a unique, iconic “destination”.

Artwork budgets are based on standard artist rates set by the National Association of Visual Arts (NAVA) and benchmarked against similar past projects.

FINANCIAL IMPLICATIONS:

ACCOUNT NO: Public Art Reserve Account
BUDGET ITEM: Public Art Reserve
BUDGET PAGE NUMBER: 30
BUDGETED AMOUNT: \$0
AMOUNT SPENT TO DATE: \$0
PROPOSED COST: \$100,000
BALANCE: \$105,764

ANNUAL MAINTENANCE: \$ 1,900
ESTIMATED WHOLE OF LIFE COST: \$ 20,000

All figures quoted in this report are exclusive of GST.

COMMENTS:

There are only four outdoor works of public art within central Perth to the east of Barrack Street, and this project is an ideal opportunity to enhance the visual appearance of this part of the City, and reach new audiences through new public art commissions. These public art commissions directly support the implementation of the City’s Public Art Strategy, in alignment with Strategy for Delivery 3.1:

“Seek to commission new works of public art to strategically address gaps in the existing collection.”

The Public Art Reserve was established in 2015 in alignment with the City’s Public Art Strategy, in order to:

“Provide sufficient financial capacity to deliver new commissions of enduring public art identified in the City’s draft Public Art Strategy and any associated strategic plans developed for public art.”

Strategic Objective 3 of the *City of Perth Public Art Strategy* states:

“Refine and expand a people friendly City of Perth by using public art to create beautiful and surprising environments that enhance the visual quality of the City.”

It is considered that the support of enduring public art outcomes proposed for McLean Lane is in alignment with the objectives of the Public Art Strategy and the purpose for which the Public Art Reserve has been established.

ITEM NO: 11

PROPOSED ENHANCEMENTS TO THE CITY OF PERTH MEETING CYCLE (REVISED COUNCIL POLICY 3.6 – ANNUAL SCHEDULE OF COUNCIL AND COMMITTEE MEETINGS)

**FINANCE AND ADMINISTRATION (APPROVAL)
COMMITTEE
RECOMMENDATION:**

That Council endorses the revised Council Policy 3.6 – Annual Schedule of Council and Committee meetings as detailed in Schedule 10.

BACKGROUND:

FILE REFERENCE: P1028787
REPORTING UNIT: Governance
RESPONSIBLE DIRECTORATE: Corporate Services
DATE: 23 September 2016
MAP / SCHEDULE: Schedule 10 – Revised Council Policy 3.6 – Annual Schedule of Council and Committee Meetings
Schedule 11 – Proposed 2017 Meeting Cycle

The Committee recommendation to the Council for this report was resolved by the Finance and Administration Committee at its meeting held on 4 October 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

The City of Perth currently runs a three weekly meeting cycle that has been established since 2004.

The nature and format of decision making has evolved and it is likely to continue to evolve as the pace of change increases and the City implements the organisation restructure as part of the new City of Perth.

Officers recommend that Council move to a four weekly meeting cycle that will deliver a better service to Elected Members as well as providing Officers with an improved medium to inform and seek guidance from Elected Members.

The proposed four weekly meeting cycle presents enhanced opportunities for Officers to obtain guidance from Elected Members on a range of matters which will

enable projects to progress through the Committee and Council approval process more effectively.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation Sections 5.3 and 5.4 of the *Local Government Act 1995*
Regulation 12 of the Local Government (Administration)
Regulations 1996

Integrated Planning and Reporting Framework Implications **Strategic Community Plan**
Council Four Year Priorities: Capable and Responsive Organisation

S18 Strengthen the capacity of the organisation

Policy

Policy No and Name: 3.6 – Annual Schedule of Council and Committee Meetings

DETAILS:

The City of Perth's current meeting cycle is detailed below:

Week 1

- Marketing Sponsorship & International Engagement Committee; and
- Works & Urban Development Committee.

Week 2

- Finance & Administration Committee;
- Planning Committee; and
- Design Advisory Committee.

Week 3

- Council Briefing Session; and
- Ordinary Council Meeting.

Other

- The CEO Performance Review Committee meets as required.
- The Audit and Risk Committee meet on a quarterly basis as required.

Over the years, the current meeting cycle has seen a reduction in the number of reports being presented to Council. This is the result of the introduction of a number of more effective governance practices in the organisation, which include:

Greater utilisation of Council Briefing Sessions

The use of Council Briefing Sessions allows Officers to inform and seek feedback from all Elected Members, as well as allowing Elected Members the opportunity to engage in group participation of important issues facing the City of Perth. Such feedback cannot be achieved at Committee meetings as only a third of Elected Members are in attendance.

Corporate Business Plan Reporting

The introduction of the Integrated Planning and Reporting Framework includes quarterly updates of the Corporate Business Plan to Elected Members detailing the progress of operational and capital projects. This has included Elected Member Strategy sessions and priority setting.

Enhanced Policy Making

Council is establishing greater policy development, allowing Officers to make decisions with certain parameters, thus removing the need for Committee consideration if it is in compliance with the policy.

Elected Member Portal

Information items, such as routine information reports and correspondence, are now presented on the Elected Member Portal. It is proposed to undertake further enhancements to the Elected Member Portal over the course of the next 12 months.

Impact of Influences

The above influences have resulted in some Committee Meetings having to be cancelled or holding Committee meetings with only a small number of items for Committee's consideration.

This has also seen an increasing trend of Committee Meetings being cancelled as a result of the limited number of reports.

The City of Perth has achieved a level of effectiveness that requires the meeting process to adapt to the needs of the organisation and its Elected Members. If left unchanged, the City will see an increased number of Committee Meeting cancellations and reduced number of matters in which Council meets to consider items. This would not serve in the best interests of the Community and Elected Members.

Proposed Change

Proposed Four Weekly Meeting Cycle

Week 1

Council Briefing Session (2 Hours)

Week 2

- Marketing Sponsorship & International Engagement Committee; and
- Works & Urban Development Committee.

Week 3

- Finance & Administration Committee;
- Planning Committee; and
- Design Advisory Committee.

Week 4

- Council Briefing Session (1 hour); and
- Ordinary Council Meeting.

Other

- The CEO Performance Review Committee meets as required.
- The Audit and Risk Committee meet on a quarterly basis as required.

The benefits of undertaking such a meeting cycle include:

Increase in Council Briefing Sessions

The request to inform and seek guidance from Elected Members by way of Council Briefings has exceeded the amount of time available.

In the City of Melbourne Organisational Capability Review – May 2015, one of the findings to enhance the organisation was the introduction of more “*front-end discussion by the executive with Councillors, before organisational work is undertaken on Council reports*”. Improved input from Elected Members early on in a subject matter reduces the risk of the matter being deferred or rejected by Council at the time of formal decision making.

With the addition of another dedicated Briefing Session, Officers will have greater opportunities to present to Elected Members. The current schedule only allows for one Briefing Session to be held during the current meeting cycle, which has lead to a Business Unit wait time of up to four months. Often this delay impacts on a Business Units projects and the intended information sharing is done through inconsistent communication methods.

Briefings are an invaluable tool for both Officers and Elected Members, whilst it is not a decision making forum it can assist in shaping policy or direction setting on projects prior to a formal decision of Council.

The introduction of a four weekly cycle will allow for increased presentations and dialogue with key stakeholders, and also allow extra capacity for Elected Members to provide guidance on briefings they wish to be held with other important stakeholders.

Prevention of Meeting Cycle Overlap

Officers are currently faced with a meeting cycle overlap between one Council Meeting Cycle and the next. A four weekly meeting cycle prevents this overlap, and additionally allows time for some items deferred by Council to be considered with sufficient time before the next meeting cycle. Often this option is not available under the current three weekly cycle.

Greater planning for Sister City Delegations

Current inbound and outbound Sister City delegations are impacting on the existing meeting cycle. As there are no gaps within the three weekly cycle, there is no other option other than to cancel or defer Committee Meetings. A four weekly cycle allows for the organisation to utilise where appropriate the first week of the meeting cycle, which would therefore not impact Committee or Council meeting dates.

FINANCIAL IMPLICATIONS:

There will be minor operational savings from this proposal.

COMMENTS:

A transition to a four weekly cycle will have positive benefits for both Elected Members and Officers. The current system should be improved in order to effectively facilitate the expanding needs of the organisation, and reducing the risk of not providing a consistent decision making and communication process to Elected Members.

The change in Council Meeting cycles will result in meetings being better utilised and more importantly it will result in a greater number of briefings to Elected Members, allowing them to be informed on important issues regarding the City.

The change to a four weekly meeting cycle will give the organisation greater capacity to serve Councils Elected Members.

The majority of large Metropolitan Local Governments either operate on a four weekly cycle or a monthly cycle (examples include South Perth, Vincent, Belmont, Melville, Stirling and Wanneroo).

Should a four weekly cycle be considered suitable, it would be intended to be introduced from January 2017, therefore allowing Officers sufficient time to adjust project planning timeframes and for effective communication to the community.

WORKS AND URBAN DEVELOPMENT COMMITTEE REPORTS

ITEM NO: 12

TENDER 005-16/17 INSPECTION AND MAINTENANCE OF STORMWATER SYSTEMS

**WORKS AND URBAN
DEVELOPMENT COMMITTEE
RECOMMENDATION:**

APPROVAL

That Council:

- 1. approves the most suitable tender, being that submitted by Drainflow Services Pty Ltd, for the inspection and maintenance of stormwater systems for a period of three years commencing on 20 October 2016 with the option to extend for a further two years at the rates supplied in Schedule 12 'Rates – Normal Hours,' Schedule 13 'Rates – Out of Hours' and Schedule 14 ' Rates – Additional Costs' for the first year with each subsequent year increase based upon the Consumer Price Index for the preceding year; and***
- 2. authorises the Chief Executive Officer to enter into a contract/s, for the provision of the services.***

BACKGROUND:

FILE REFERENCE:	P1033031
REPORTING UNIT:	Street Presentation and Maintenance
RESPONSIBLE DIRECTORATE:	Construction and Maintenance
DATE:	24 August 2016
MAP / SCHEDULE:	Schedule 12 – Rates – Normal Hours Schedule 13 – Rates- Out of Hours Schedule 14 – Rates – Additional Costs Confidential Schedule 15 - Qualitative Selection Criteria Evaluation Matrix (Distributed to Elected Members under separate cover)

The Committee recommendation to the Council for this report was resolved by the Works and Urban Development Committee at its meeting held on 27 September 2016.

The Committee recommendation to the Council is the same as that recommended by the Officers.

Tender 005-16/17 Inspection and Maintenance of Stormwater Systems was advertised in the West Australian on Wednesday, 20 July 2016. Tenders closed at 2.00pm on Tuesday, 9 August 2016 with the following submissions received:

- MMM (WA) Pty Ltd; and
- Drainflow Services Pty Ltd.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation Part 4 of the Local Government (Functions and General) Regulations 1996

Integrated Planning and Reporting Framework Implications **Strategic Community Plan**
Council Four Year Priorities: Living in Perth
S9 Promote and facilitate CBD living

Policy
Policy No and Name: 9.7 – Purchasing Policy

DETAILS:

Tenderers were required to address all selection criteria in detail to demonstrate both their experience and ability to undertake inspections of and repairs to stormwater systems and to submit a Form of Tender that included a Schedule of Rates. The criteria were:

- Experience with Similar Works;
- Support Resources;
- Financial Capacity/Ongoing Viability;
- Safety Management Procedures;
- Disposal of Waste Water /Debris;
- Reporting Methodology; and
- Price.

The two submissions were assessed individually and ranked in order of merit according to the criteria with particular emphasis on relevant experience, safety management procedures and support resources.

Based on the selection criteria, the submissions were ranked as follows:

1. Drainflow Services Pty Ltd

The submission from this company was considered fair with some minor deficiencies, particularly in respect to reporting methodology. The company does substantial work of a similar nature for numerous local governments and is the City's current service provider. Drainflow Services Pty Ltd supplied the most competitive pricing for the majority of line items particularly those that are utilised by the City regularly.

2. MMM (WA) Pty Ltd

This company provided a fair offer with some deficiencies across all criteria. MMM have completed numerous stormwater drainage construction contracts with other local governments but did not provide evidence of undertaking services similar to those required under this tender. As evidenced in the Schedules, submitted prices were generally the most expensive offered particularly those that are regularly utilised by the City of Perth.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	Various Operating Accounts
BUDGET ITEM:	Transport – Streets, Roads, Bridges, Depots – Drainage - Roads
BUDGET PAGE NUMBER:	N/A
BUDGETED AMOUNT:	\$1,628,423
AMOUNT SPENT TO DATE:	\$ 100,424
PROPOSED COST:	\$ 200,000
BALANCE:	\$1,327,999
ANNUAL MAINTENANCE:	N/A
ESTIMATED WHOLE OF LIFE COST:	N/A

All figures quoted in this report are exclusive of GST.

Based upon current pricing for the four most commonly utilised line items, prices offered by the recommended service provider range from a decrease of 32% (Item 3.1 of Schedule 12) to an increase of 1% (Item 1.1 of Schedule 12).

Financial and Occupational Health and Safety assessments of the recommended tenderer were undertaken with positive outcomes.

COMMENTS:

Drainflow Services Pty Ltd has the necessary resources and experience to fulfil the requirements of the City of Perth as specified in the tender documents. The company is the City's current service provider and has undertaken these works satisfactorily over the previous five years. It is therefore recommended that the tender from

Drainflow Services Pty Ltd be accepted for a period of three years effective from Thursday, 20 October 2016 with the option to extend for a further two years.

OTHER REPORTS

ITEM NO: 13

EVENT SPONSORSHIP (PARTNERSHIP) – HOPMAN CUP 2017

RECOMMENDATION: (APPROVAL)

That Council:

1. ***approves Cash Sponsorship of \$95,380 (excluding GST) to Tennis Australia to present the 2017 Hopman Cup to be held Sunday, 1 January to Saturday, 7 January 2017;***
2. ***notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***
 - 2.1 ***the City of Perth to be recognised as an Official Partner for the duration of the event;***
 - 2.2 ***the City of Perth crest to appear on the following:***
 - 2.2.1 ***LED court signage, located in two corners, east and west sides on the ball guards;***
 - 2.2.2 ***colour LED signage around the entire courtside ball guards, in rotation, during breaks in play;***
 - 2.2.3 ***on the main scoreboard in the Sponsor logo rotation;***
 - 2.2.4 ***8 second promotional space, on rotation, on Perth arena internal LED screens during the event;***
 - 2.2.5 ***on the official Hopman Cup website;***
 - 2.3 ***one full page colour advertisement in the official Hopman Cup program;***
 - 2.4 ***an opportunity for the City of Perth to provide five survey questions for the post-event survey;***

(Cont'd)

- 2.5** *the City of Perth to have access to post event research for the event;*
 - 2.6** *five Hopman Cup community tennis activations to be held in the city during the lead up to Hopman Cup 2017, with associated social media;*
 - 2.7** *the City of Perth to provide a 30 second television commercial to be played on the big screen on rotation at the event;*
 - 2.8** *an opportunity for the City of Perth to access international Tennis Talent for exclusive video content to be used on social media and digital platforms;*
 - 2.9** *the City of Perth to activate internally at Perth Arena for the duration of the tournament with the size and location to be agreed between Tennis Australia and the City of Perth;*
 - 2.10** *City of Perth Parking to be promoted as the exclusive parking partner for the event, including on all tournament promotion*
- 3.** *a detailed acquittal report, including all media coverage obtained, by 31 May 2017.*

BACKGROUND:

FILE REFERENCE: P1032438-03
REPORTING UNIT: Business Support and Sponsorship
RESPONSIBLE DIRECTORATE: Economic Development and Activation
DATE: 9 September 2016
MAP / SCHEDULE: N/A

This report is submitted directly to Council due to the financial interests of the members of the Marketing, Sponsorship and International Engagement Committee.

The Hopman Cup is an annual international team tennis tournament founded by Paul McNamee and Charlie Fancutt in 1989 and held in Perth annually.

Matches are played on a hard court, and the event was hosted by the Burswood Dome until 2013 when the event moved to Perth Arena. The event is now managed by Tennis Australia as part of the Australian Open Series of events.

Tennis Australia is the governing body of tennis in Australia. The organisation aims to provide increased opportunities for people to play tennis more often. In addition, the three strategic goals of the company are one million registered players, one million engaged fans and one Grand Slam champion.

Summary of Event:

A sponsorship request has been received from Tennis Australia for cash sponsorship of \$100,000 for the Hopman Cup 2017. The event will be held at Perth Arena from Sunday, 1 January to Saturday, 7 January 2017.

The Hopman Cup is an international tennis tournament. Nations are selected annually to compete in the event, with teams consisting of one male player and one female player. Each match up between two teams at the championship consists of:

- one women's singles match;
- one men's singles match; and
- one mixed doubles match.

The leading teams in each group, after three 'round robin' matches, qualify for the final, and for prize money of \$1 million.

The Hopman Cup is a sanctioned event on the calendar of the International Tennis Federation but individual player results are not included in the calculation of the tennis world rankings. The competition receives extensive television coverage in Australia and is an important lead up tournament to the Australian Open each January. Organisers advise that its position as the first international sporting event of the year provides a unique point of difference for promotion.

The 2016 event had an attendance of 96,146. This is the second largest attendance in the event's history. Organisers advise that the 2016 event saw a 24% increase in domestic viewership and a 48% increase in global viewership.

Not all players for the 2017 event have been confirmed, however earlier in 2016, Tennis Australia announced former world number one Roger Federer as a player, and they believe that attendance for the 2017 event will have record numbers due to his inclusion.

In the lead up to the start of the Hopman Cup 2017, organisers will present several community activations in the City including at the Hawkers Market, Christmas Pageant and Perth Home Grown. In addition, organisers will hold the official Hopman Cup Launch event in Forrest Place.

Funding

Tennis Australia has requested cash sponsorship of \$100,000 for this event. They currently have sponsorship contracts in place with several supporters, including Tourism WA, Emirates, NAB and Woolworths, and are in negotiations with additional sponsors. Investment levels for these sponsorships have not been provided to the City of Perth as they are confidential.

The City of Perth no longer accepts corporate hospitality as part of a sponsorship agreement. Therefore the quoted cost of associated hospitality has been deducted from the requested sponsorship amount.

The following table shows the City's previous sponsorship of the Hopman Cup.

Year	Amount (excluding GST)
2011/12	\$50,000
2012/13	\$100,000
2013/14	\$110,000
2014/15	\$110,000
2015/16	\$100,000
2016/17	\$95,380(recommended)

LEGISLATION / STRATEGIC PLAN / POLICY:

**Integrated Planning
and Reporting
Framework
Implications**

Strategic Community Plan

Council Four Year Priorities: Perth as a Capital City
S6 Maintain a profile and reputation for Perth as a city
that is attractive for investment

Policy

Policy No and Name: 18.8 - Provision of Sponsorship and Donations

DETAILS:

Acquittal

A post-event report for the 2016 event has been received by the City of Perth and is available within the Elected Member Portal (TRIM 60689/16).

Key statistics from the report include:

- 26% of the event attendees were first time attendees;
- a 48% increase in global viewership of the event;
- two Australian teams for the first time;
- second highest attendance in the event history; and
- eleven top 50 players and two top ten players.

The acquittal report is considered to demonstrate a satisfactory acquittal of the City's previous funding.

Eligibility for Sponsorship:

Criterion	Satisfied
The total value of the event exceeds the sponsorship requested.	Yes
The event takes place within a public space in the City.	No

Assessment of Application (Partnership):

1. Contribution of the event to the economy of the city.

Economic Modelling for the event shows that the expected economic output for the event is \$29.57 million. This is a return on investment for the requested level of sponsorship of 1:310.

2. Has a significant national or international profile or the potential to develop it.

The Hopman Cup has a significant international profile and a global viewership. It is arguably the highest profile sporting event held annually in Western Australia. The 2017 event will include Roger Federer leading the Swiss team, which will enhance the events profile and international appeal. Organisers are currently working with key tour operators across national and international markets to develop packaged itineraries to increase visitation to Perth incorporating the Hopman Cup experience.

3. Contributes towards the achievement of one or more of the City's marketing objectives:

- to position the city as a city of regional and international significance;

The event is a high profile tennis tournament with international media coverage. It is the first international tennis tournament held each year.

- to increase visitation to the city;

The event increases visitation to the city, with over 100,000 people anticipated to attend the event. Organisers will promote City of Perth Parking as the preferred parking partner for the event.

- to increase economic investment in the city;

The event will generate an estimated \$29.57 million in economic investment for the city.

- to create a vibrant, energetic 24 hour city.

The event will create vibrancy in the city over the first week in the new year and during school holidays.

4. Preference will be given to events which provide free attendance.

Whilst the event is not free to the public to attend, organisers present price packages to make it attractive and affordable for families to attend, including \$10 tickets for kids.

5. Preference will be given to events which will be held exclusively in the city.

The event will be held exclusively in the city.

6. Benefits to be provided to the City of Perth.

The benefits provided to the City are detailed in the recommendation section of this report.

Event Sponsorship Category:

- *Major Civic Partnership – Three to five years funding commitment, \$50,000, plus CPI;*
- *State and National – Three years funding commitment, less than \$50,000, plus CPI;*
- *Annual – Annual or historic funding, less than \$20,000; and*
- *Start-Up/One-Off – Once only funding, less than \$15,000.*

The applicant is considered eligible for event sponsorship under the Major Civic Partnership category, in accordance with Policy 18.8 – Provision of Sponsorship and Donations.

Classifications are indicative only and subject to annual consideration.

FINANCIAL IMPLICATIONS:

ACCOUNT NO:	9386 5000 7901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	85
	BUDGET ITEM
BUDGETED AMOUNT:	\$442,311
AMOUNT SPENT TO DATE:	\$105,000
PROPOSED COST:	\$95,380
BALANCE:	\$241,931

All figures quoted in this report are exclusive of GST.

COMMENTS:

The Hopman Cup is a high profile event which showcases the city to a national and international audience, and positions the city as a destination for world class sporting events. The event draws a significant attendance to the city over a period of time when many city workers are enjoying annual holidays, which is a boost to the local business economy.

As the City's highest profile sponsorship with a global media coverage audience of over 845 million, the City is now ideally placed to effectively leverage the sponsorship to ensure significant returns on investment. The sponsorship strategy for this event

has moved from a focus on ticketing, hospitality and crest exposure to provision of exclusive content for the City's social media channels, free community events and promotion of City of Perth Parking in order to generate additional revenue for the City of Perth and activation within Perth Arena.

It is recommended that the Council approves sponsorship of \$95,380 (excluding GST).

ITEM NO: 14

CITY OF PERTH – INDEPENDENT AUDIT OF OPERATIONS

RECOMMENDATION: (APPROVAL)

That Council by an ABSOLUTE MAJORITY:

- 1. authorises the Chief Executive Officer to engage an external audit agency through a public tender process, to conduct a comprehensive audit of the City's operations, including – but not limited to – the City's procurement processes, compliance with legislation, governance and decision making processes, finance and financial systems, business structure and performance measurement, and reporting processes; and***
- 2. authorises the Chief Executive Officer to liaise with the appointed external audit agency and Council to develop Terms of Reference for the organisational audit, to be formally endorsed by Council once prepared.***

BACKGROUND:

FILE REFERENCE:	P1000838-4
REPORTING OFFICER:	Director Economic Development and Activation
REPORTING UNIT:	Chief Executive Officer
RESPONSIBLE DIRECTORATE:	Chief Executive Officer
DATE:	14 September 2016
MAP / SCHEDULE:	N/A

This report is submitted directly to Council due to limited time being available to consider the matter.

External audits are widely regarded as an essential tool for ensuring organisations are meeting their legal, governance, financial and other compliance requirements, and to identify ways to improve performance in these and a range of other areas.

In a local government context, external audits are typically designed to review processes and decision-making, along with legal, governance, social and ethical responsibilities. External audits may also review asset management and procurement processes.

The City currently undertakes mandatory annual audits of its financial accounts and financial management systems as required by the *Local Government Act 1995*.

An increased level of oversight and rigour, additional to audits and reporting that are mandated through legislation, is aligned to the City's commitment to lead the Western Australian local government sector in the areas of governance and transparency, and in doing so to deliver to the City's ratepayers, stakeholders and the community assurance that the City is providing valuable services at least cost and optimum efficiency.

Since January 2016, the City has initiated and implemented a number of additional transparency measures, primarily in the interest of better serving ratepayers and the community. They include:

1. Discontinuing the practice of accepting bulk ticket and hospitality packages as part of sponsorship arrangements;
2. Publishing online travel and gift registers for Elected Members and staff with Delegated Authority;
3. Facilitating the preparation of reports by Elected Members and officers for all conferences and speaking engagements attended in an official capacity;
4. Uploading of audio recordings of Council meetings to the City's website the day after the meeting;
5. An online travel register, updated monthly;
6. The necessity for any Elected Member's or officer's travel paid for by a third party to be approved by Council;
7. Maintaining a register that lists all declared interests of Elected Members and officers; and
8. A review of the composition of the City's Audit and Risk Committee.

It is proposed that in order to build on the City's progress in reforming its governance and transparency, to provide a baseline for its performance in these areas, and to identify opportunities across the organisation for further improvement, a comprehensive organisational audit be conducted by an external audit firm.

LEGISLATION / STRATEGIC PLAN / POLICY:

Legislation	Section 3.57 of the <i>Local Government Act 1995</i> Part 4 of the <i>Local Government (Functions and General) Regulations 1996</i> Part 7 of the <i>Local Government (Audit) Regulations 1996</i>
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Integrated Planning and Reporting Framework Implications	Strategic Community Plan Council Four Year Priorities: Capable and Responsive Organisation S18 Strengthen the capacity of the organisation.
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Policy	
Policy No and Name:	9.7 - Purchasing

DETAILS:

An organisational audit has been identified as a key deliverable for the City's new Chief Executive Officer, who was formally appointed following a unanimous vote by Council on 1 September 2016.

It is proposed the Chief Executive Officer conduct a public Request for Tender process in accordance with Council Policy 9.7 and Part 4 of the *Local Government (Functions and General) Regulations 1996* for a suitably qualified and credentialed audit firm to conduct a comprehensive audit of the City's operations, including – but not limited to – the City's procurement processes, compliance with the Local Government Act and other relevant legislation, governance and decision making processes, business structure and performance measurement, and reporting processes.

The tender specifications, and consequent evaluation criteria, will include:

- Development of a Terms of Reference for the Audit, in consultation with Council and Administration;
- The proposed audit team, including curriculum vitae, experience and credentials;
- An audit communications plan (internal and external);
- Proposed methodology/ies, a timeframe for delivery, key milestones and cost;
- The provision of updates to Council and the Executive Leadership Group as milestones are achieved;
- Reporting and implementation; and
- Provisions for continuous business support.

It is understood, based on feedback from the WA Local Government Association (WALGA), the peak body representing Western Australia's 138 Local Governments, that the proposed City of Perth organisational audit is sector-leading and will be the first of its kind in Western Australian local government.

WALGA has offered its strong endorsement for the audit. The City will work with WALGA and other key State Government and industry stakeholders as administration develops the audit, then communicates its findings to stakeholders, ratepayers and the broader community.

Fundamental to the success of the organisational audit is a 'whole of organisation' commitment to accepting its findings, embracing all opportunities for operational improvement identified through the audit and implementing the audit recommendations to their fullest extent.

While led by administration, the audit represents the shared goal of Council and the City's 700 staff to delivering the highest standards of transparency, governance and value for money to the City's stakeholders, ratepayers and the community.

FINANCIAL IMPLICATIONS:

Costs associated with the conduct of the audit will be funded through organisational operational savings and will be adjusted in the 2016/2017 mid-year budget review.

COMMENTS:

As the Capital City of Western Australia, the City of Perth is committed to working as a team to deliver the services, infrastructure and amenity rightfully expected by its stakeholders, ratepayers and the community.

Fundamental to the City's ability to deliver on these objectives is an obligation to meet and exceed the requirements of the *Local Government Act 1995* through sector-leading governance and transparency.

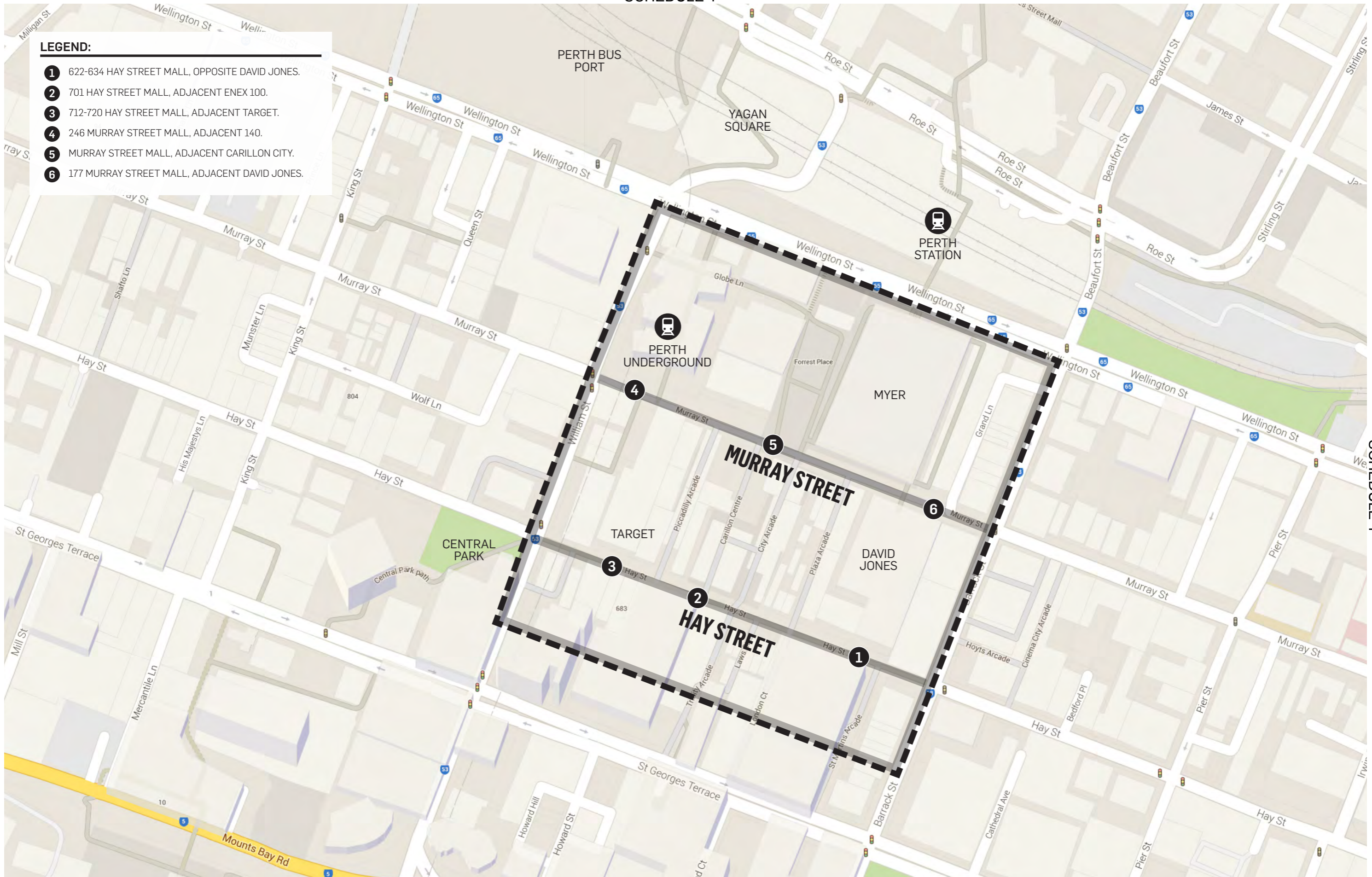
The City has demonstrated its commitment to achieving this through a range of enhanced transparency measures, implemented since January 2016.

An external audit of the City's legal, governance, financial and other compliance requirements, that includes identify ways to improve performance in these and a range of other areas, is strongly recommended and endorsed as key to continuing this commitment.

SCHEDULES
FOR THE COUNCIL
MEETING
TO BE HELD ON
11 OCTOBER 2016

LEGEND:

- 1 622-634 HAY STREET MALL, OPPOSITE DAVID JONES.
- 2 701 HAY STREET MALL, ADJACENT ENEX 100.
- 3 712-720 HAY STREET MALL, ADJACENT TARGET.
- 4 246 MURRAY STREET MALL, ADJACENT 140.
- 5 MURRAY STREET MALL, ADJACENT CARILLON CITY.
- 6 177 MURRAY STREET MALL, ADJACENT DAVID JONES.



LOCATION PLAN
PHONE BOOTH SIGNAGE - COP

DATE: 19.09.2016
 JOB NO: PA1074
 DWG NO: SIGN - 01
 REV: C



UPGRADED BOOTH MOCK-UP EXAMPLE:

- 2** HAY STREET MALL
2 upgraded phonebooths
- 5** MURRAY STREET MALL
2 upgraded phonebooths
- 7** MURRAY STREET MALL
1 upgraded relocated phonebooth



PHOTO MONTAGE PHONE BOOTH SIGNAGE - COP

DATE: 19.09.2016
 JOB NO: PA1074
 DWG NO: SIGN - 08
 REV: C



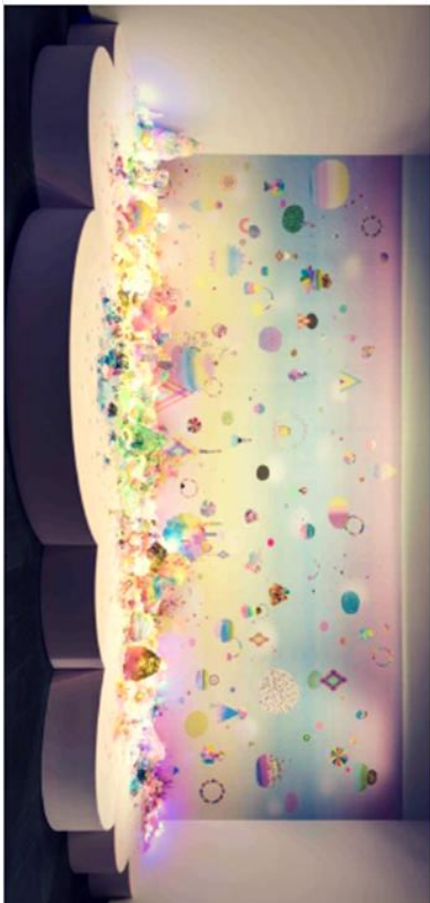


TELSTRA ELECTRONIC SIGNAGE
PHONE BOOTH SIGNAGE - COP

DATE: 19.09.2016
JOB NO: PA1074
DWG NO: SIGN - 09
REV: C



SCHEDULE – PIP & POP Exhibition Images



PIP & POP EXHIBITION

P I C A

2016/17

CONFIDENTIAL SCHEDULE 5
ITEM 7 – ARTS AND CULTURAL SPONSORSHIP 2016/17 –
MAJOR PARTNERSHIP – ARTRAGE INC. 2017 FRINGE
WORLD FESTIVAL

FOR THE COUNCIL MEETING

11 OCTOBER 2016

DISTRIBUTED TO ELECTED MEMBERS UNDER
SEPARATE COVER

**SCHEDULE 6
FINANCIAL ACTIVITY STATEMENT FOR THE TWO MONTHS TO
31 AUGUST 2016**

REPORT OF VARIANCES TO BUDGET

This report compares the actual performance for the two months to 31 August 2016 compared to the approved 2016/17 Budget

Operating Revenue

- Parking revenue was \$(694,000) below budget. The variance consisted of \$(738,000) for Undercover Car Parks, \$(13,000) for Open Air Car Parks, partly offset by a positive variance of \$57,000 for Kerbside Parking.

The main variances for Undercover Car Parks were His Majesty's \$(155,000), Roe Street \$(101,000) and Alexander Library \$(91,000) below the budget. Patronage remained much lower than originally estimated; mainly as a result of high office vacancy rates in the City.

- Fines and Costs were lower than budget by \$(280,000) predominantly due to parking fines. Fewer parking bays were available owing to ongoing construction activity or reservation for events within the City.
- Investment income was above budget by \$75,000. This was mostly due to the performance of the Colonial Share Index fund. The performance of this fund is directly linked to the performance of the ASX 200 which has increased over the past two months.
- Rubbish collection yielded \$663,000 more than expected compared to the original budget. The majority of this variance relates to rubbish charges raised for residents formerly of the City of Subiaco. With the City of Perth Act coming into effect from 1 July 2016, a report will be presented to Council to adjust the budget 2016/17 for major income and expenditure items and any necessary capital works.
- Recurrent Grants were below budget by \$(411,000). During the first two months of the year \$185,000 was collected mainly for Government funding grants. This is a timing variance only.
- Other Income was \$(192,000) below budget. The main areas that make up this variance consist of Outdoor Eating Area Licence Fees \$(51,000) and Food Premises Inspection fees of \$(37,000) and Activity Approvals fees of \$(44,000).

Operating Expenditure

- Employee costs ended the month on \$861,000 below budget mainly due to vacant positions in the approved Workforce Plan.

**SCHEDULE 6
FINANCIAL ACTIVITY STATEMENT FOR THE TWO MONTHS TO
31 AUGUST 2016**

REPORT OF VARIANCES TO BUDGET

- Materials and Contracts were \$2,732,000 below budget at the end of August. The variance included infrastructure maintenance which was lower than budget by \$426,000 mainly consisting of the River Wall \$178,000 and Footpaths \$104,000. Property maintenance was also lower than budget by \$386,000 mostly due to Council House \$141,000, Pedestrian walkways \$34,000 and the Library \$34,000.

Furthermore the following accounts were also lower than budget: Consultancy \$401,000, Subscription and Membership \$119,000 and Advertising \$298,000. Smaller variances were spread generally throughout the organisation.

- Utilities were below budget by \$120,000 mainly due to lower than expected spend on power.
- Depreciation was \$90,000 under budget. Depreciation is dependent on the timing of capitalisation of completed works and purchases of assets. July and August depreciation was based on estimates as the financial year end process for June 2016 is still being completed. It is expected that actuals will align closely to budget when capitalisation of prior year projects are completed.
- Loss on disposal of assets was \$233,000 below budget, as there were few asset sales during the first two months of the financial year.
- Other Expenditure was \$875,000 below budget at the end of the month. This was mainly due to the timing of Donations and Sponsorships.

Investing Activities

- Capital Grants were \$(846,000) behind budget mainly due to slower than anticipated delivery of capital projects.
- Capital expenditure was significantly lower than budget by \$5.9 million. The program of project works has progressed slower than anticipated resulting in this considerable variance. During the month a total of \$1.4 million was spent on various projects bringing the total spent for the year to \$1.8 million or 3% of budget.

Financing Activities

- Transfers to Reserves were \$1.3 million below budget. Utilisation of reserve funds was lower than expected, this being a timing variance.
- Transfers from Reserves were below budget by \$(2.0 million). This is due to slower than anticipated progress on capital expenditure.

**SCHEDULE 6
FINANCIAL ACTIVITY STATEMENT FOR THE TWO MONTHS TO
31 AUGUST 2016**

REPORT OF VARIANCES TO BUDGET

The Parking levy was \$121,000 less than anticipated contributing to the below budget result.

Amounts sourced from Rates

- Rates revenue raised was \$3.4 million above budget. This was due to rates issued to former City of Subiaco residents and the 2016/17 impact of interim rates from the final months of the prior financial year, which were identified after completion of the 2016/17 budget. A report will be presented to Council to adjust the budget 2016/17 for major income and expenditure resulting from the City of Perth Act coming into effect from 1 July 2016.

FINANCIAL ACTIVITY STATEMENT - for the period ended 31 August 2016

	Original Budget 2016/17 \$	Budget YTD 31-Aug-16 \$	Actual YTD 31-Aug-16 \$	Variance YTD 31-Aug-16 \$
Proceeds from Operating Activities				
Operating Revenue				
<i>Nature of Income</i>				
Parking Fees	76,973,664	12,966,127	12,272,162	(693,965)
Fines and Costs	10,610,604	1,768,753	1,488,479	(280,273)
Investment Income and Interest	4,672,819	1,099,227	1,173,809	74,582
Community Service Fees	1,577,941	249,688	260,604	10,916
Rubbish Collection	8,071,814	7,694,125	8,357,110	662,984
Rentals and Hire Charges	5,251,214	878,783	831,454	(47,330)
Recurrent Grants	1,514,031	596,415	185,398	(411,017)
Contributions, Donations and Reimbursements	585,576	93,429	78,469	(14,960)
Other Income	4,681,208	1,502,327	1,310,773	(191,553)
Distribution from TPRC	1,000,000	-	-	-
	114,938,870	26,848,874	25,958,258	(890,616)
Less: Operating Expenditure				
<i>Nature of Expenditure</i>				
Employee Costs	77,205,326	12,846,088	11,984,632	861,455
Materials and Contracts	53,092,971	8,568,136	5,836,060	2,732,075
Utilities	3,596,588	590,117	469,885	120,232
Insurance Expenditure	1,197,885	198,481	177,939	20,542
Depreciation and Amortisation	33,144,020	5,524,003	5,613,959	(89,955)
Interest Expenses	1,562,208	264,627	331,906	(67,280)
Expense Provisions	998,010	168,083	154,990	13,093
Loss on Disposal of Assets	1,437,448	239,575	6,222	233,353
Other Expenditure	25,085,422	4,427,614	3,552,232	875,383
	197,319,879	32,826,723	28,127,825	4,698,899
Add back Depreciation	(33,144,020)	(5,524,003)	(5,613,959)	89,955
(Loss) / Profit on Disposals	(1,437,448)	(239,575)	(6,222)	(233,353)
	162,738,411	27,063,145	22,507,644	4,555,502
Net Surplus/(Deficit) from Operations	(47,799,540)	(214,271)	3,450,615	3,664,886
Investing Activities				
Capital Grants	5,768,315	961,386	115,259	(846,127)
Capital Expenditure	(62,731,135)	(7,690,512)	(1,838,590)	5,851,922
Proceeds from Disposal of Assets/Investments	1,280,000	112,219	8,874	(103,345)
	(55,682,820)	(6,616,907)	(1,714,457)	4,902,450
Financing Activities				
Repayment of Borrowings	(6,111,896)	(1,027,643)	(1,027,643)	-
Transfers to Reserves	(27,749,200)	(2,432,807)	(1,174,078)	1,258,729
Transfer from Reserves	34,323,351	18,701,225	16,662,073	(2,039,152)
	462,254	15,240,776	14,460,352	(780,424)
Add: Opening Funds	24,907,540	24,907,540	11,295,692	(13,611,848)
Net Surplus/(Deficit) before Rates	(78,112,567)	33,317,137	27,492,202	(5,824,935)
Amount Sourced from Rates	85,143,607	84,487,126	87,881,575	3,394,448
Closing Funds	7,031,041	117,804,263	115,373,776	(2,430,487)

Net Cash on Hand				
Cash On Hand	5,928,176	11,638,160	10,711,207	(926,953)
Money Market Investments	102,924,170	160,969,910	154,484,111	(6,485,799)
Funds on Hand	108,852,346	172,608,070	165,195,318	(7,412,752)
Analysis of Funds on Hand				
Reserves	79,211,467	71,709,304	68,926,948	(2,782,356)
Provisions	12,379,102	12,199,491	11,129,204	(1,070,287)
General Funds	17,261,777	88,699,275	85,139,166	(3,560,109)
Funds on Hand	108,852,346	172,608,070	165,195,318	(7,412,752)

SCHEDULE 6

CITY OF PERTH

CURRENT POSITION AS AT THE END OF THE PERIOD 30 AUGUST 2016

	2016/17 Original Budget \$	2016/17 Budget YTD \$	2016/17 Actual YTD \$	2016/17 Variance \$
Current Assets				
Cash and Cash Equivalents	5,928,176	11,638,160	10,711,207	(926,953)
Deposits and Prepayments	446,730	16,678,239	17,014,126	335,887
Money Market Investments - Municipal Funds	23,712,703	89,260,606	85,557,163	(3,703,443)
Money Market Investments - Restricted Funds	79,211,467	71,709,304	68,926,948	(2,782,356)
Trade and Other Receivables	4,020,574	51,140,579	50,754,937	(385,642)
Inventories	972,964	994,708	999,066	4,358
Total Current Assets	114,292,614	241,421,596	233,963,447	(7,458,149)
Current Liabilities				
Trade and Other Payables	26,646,668	39,970,002	37,919,527	(2,050,475)
Employee Entitlements	12,379,102	11,869,574	11,129,204	(740,370)
Provisions	400,750	329,917	613,992	284,075
Borrowings	7,083,366	6,821,902	6,821,902	0
Total Current Liabilities	46,509,886	58,991,395	56,484,625	(2,506,770)
Working Capital Position Brought Forward	67,782,728	182,430,202	177,478,822	(4,951,380)
Deduct Restricted Cash Holdings	(79,211,467)	(71,709,304)	(68,926,948)	2,782,356
Add Current Borrowings	7,083,366	7,083,366	6,821,902	(261,464)
Current Funds Position Brought Forward	(4,345,372)	117,804,263	115,373,776	(2,430,487)

SCHEDULE 6

EXPLANATORY NOTES – FINANCIAL ACTIVITY STATEMENT

BACKGROUND

- Regulation 34 of the Local Government (Financial Management) Regulations 1996 was amended effective from 1 July 2005.
- The amendment prescribes a monthly Financial Activity Statement (FAS) reporting the sources and application of funds, as set out in the Rate Setting Statement which is included in the Annual Budget.

PURPOSE

- The FAS reports the actual financial performance of the City in relation to its adopted budget, which has been structured on financial viability and sustainability principles.
- The FAS is intended to act as a guide to Council of the impact of financial activities and the reasons for major variances to the annual budget estimates.

PRESENTATION

- Regulation 34 prescribes the minimum detail to be included in the FAS. These are listed below.
 - Annual Budget estimates, and approved revisions to these, are to be included for comparison purposes.
 - Actual amounts of income and expenditure to the end of the month of the FAS.
 - Material variances between the comparable amounts and commentary on reasons for these.
 - The net current assets at the end of the month to which the FAS relates.
- An explanation of the composition of the net current assets at the end of the month to which the FAS relates; less committed and restricted assets.
- Councils are given the option of adopting a format which is considered most appropriate to their needs. These options are listed below.
 - According to nature and type classification,
 - by program, or
 - by business unit.
- It is recommended that while the information presented by cost objects (programs and activities) or by cost centres (business units) are useful for expense allocation and cost centre accountability purposes, they are less informative and difficult to comprehend in matters of disclosure and less effective in cost management and control.
- The FAS has therefore been presented in the format using nature and type classification as the most meaningful disclosure to the Council and public.

FORMAT

- The FAS is formatted to align with the Rate Setting Statement.
- The first part deals with operating income and expenditure, excluding rate revenue.
- The next classification is the amount spent on capital expenditure and debt repayments.
- The classification 'Financing Activities' provides a statement of sources of funds other than from operating or rates revenue, which are usually associated with capital expenditure.
- Attached to the FAS is a statement of 'Net Current Assets' for the budget and actual expenditure to the end of the month to which the FAS relates.
- Opening and closing funds represent the balance of 'Net Current Assets', not including any funds which are committed or restricted.
- "Committed assets" means revenue unspent but set aside under the annual budget for a specific purpose.
- "Restricted assets" means those assets the uses of which are restricted, wholly or partially, by regulations or other externally imposed requirements", e.g. reserves set aside for specific purposes.
- To avoid duplication in calculating 'Closing Funds on hand', certain balances, such as provisions and borrowings, are also deducted.
- The total Closing Funds on hand are to be taken into account when calculating the amount to be raised by rates each year.
- The classification "Net Cash on Hand" represents the balances of funds held in cash or invested and the analysis into those funds reserved, carried forward or remaining unspent at the end of the month to which the FAS relates.



CITY of PERTH

Financial Statements

For the 2 months ended 31 August 2016

SCHEDULE 6

CITY OF PERTH MUNICIPAL

Statement of Comprehensive Income for the 2 months ended 31 August 2016

(By Program)

	Note	Budget 2016/2017	Revised Budget YTD	Actual YTD 31/08/2016	YTD Variance	
		\$	\$	\$	\$	%
OPERATING REVENUE						
General Purpose Funding Rates		86,075,041	85,274,027	88,576,081	3,302,054	3.9%
General Purpose Funding Other		5,038,022	1,211,074	933,577	(277,497)	-22.9%
Law, Order, Public Safety		23,178	3,725	8,370	4,645	124.7%
Health		780,345	548,689	469,584	(79,105)	-14.4%
Education and Welfare		2,105,728	381,283	348,995	(32,288)	-8.5%
Housing		781,872	130,312	129,170	(1,142)	-0.9%
Community Amenities		10,789,799	8,132,196	8,804,603	672,407	8.3%
Recreation and Culture		1,732,910	205,613	148,947	(56,666)	-27.6%
Transport		90,120,021	15,153,520	14,138,693	(1,014,827)	-6.7%
Economic Services		831,710	135,921	144,007	8,086	5.9%
Other Property and Services		803,852	134,035	137,803	3,768	2.8%
Total Operating Income		199,082,478	111,310,395	113,839,830	2,529,435	2.3%
OPERATING EXPENDITURE						
Governance		10,394,320	1,812,385	1,722,369	90,016	5.0%
General Purpose Funding		6,128,645	1,057,349	658,266	399,083	37.7%
Law, Order, Public Safety		3,758,622	591,122	596,197	(5,075)	-0.9%
Health		4,603,806	771,361	448,307	323,054	41.9%
Education and Welfare		3,688,491	606,107	617,197	(11,090)	-1.8%
Housing		554,156	92,450	92,515	(65)	-0.1%
Community Amenities		30,384,835	5,195,905	4,358,834	837,071	16.1%
Recreation and Culture		35,350,738	5,461,014	4,658,093	802,921	14.7%
Transport		85,682,324	14,111,700	12,653,381	1,458,319	10.3%
Economic Services		10,316,035	2,029,164	1,262,943	766,221	37.8%
Other Property and Services		5,020,459	858,592	996,346	(137,755)	-16.0%
Total Operating Expenditure		195,882,431	32,587,149	28,064,448	4,522,701	13.9%
NET FROM OPERATIONS		3,200,047	78,723,246	85,775,382	7,052,136	9.0%
GRANTS/CONTRIBUTIONS						
For the Development of Assets						
- Law, Order, Public Safety		240,150	40,025	-	(40,025)	-100.0%
- Recreation and Culture		2,693,400	448,900	-	(448,900)	-100.0%
- Transport		2,834,765	472,461	115,259	(357,202)	-75.6%
Total Grants/Contributions		5,768,315	961,386	115,259	(846,127)	-88.0%
DISPOSAL/WRITE OFF OF ASSETS						
Gain/(Loss) on Disposal of Assets	2	(1,437,448)	(239,575)	(6,222)	233,353	-97.4%
<i>Change in net assets resulting from operations before significant items</i>		7,530,914	79,445,057	85,884,419	6,439,362	8.1%
SIGNIFICANT ITEMS						
Distribution from TPRC		1,000,000	-	-	-	0.0%
<i>Change in net assets resulting from operations after significant items</i>		8,530,914	79,445,057	85,884,419	6,439,362	8.1%

SCHEDULE 6

CITY OF PERTH MUNICIPAL

Statement of Comprehensive Income for the 2 months ended 31 August 2016

(By Nature)

	<i>Note</i>	Budget 2016/2017	Revised Budget YTD	Actual YTD 31/08/2016	YTD Variance
		\$	\$	\$	\$ %
OPERATING REVENUE					
Rates		85,143,608	84,461,521	87,881,575	3,420,054 4.0%
Grants and Contributions for Non Capital Purposes		1,514,031	596,415	185,398	(411,017) -68.9%
Donations and Reimbursements		585,576	93,429	78,469	(14,960) -16.0%
Fees and Charges		105,213,130	24,806,214	24,255,831	(550,383) -2.2%
Interest and Investment Income		4,672,819	1,099,227	1,173,806	74,579 6.8%
Other Revenue		1,953,314	253,588	264,752	11,164 4.4%
Total Revenue from Operating Activities		199,082,478	111,310,395	113,839,830	2,529,435 2.3%
OPERATING EXPENDITURE					
Employee Costs		77,205,335	12,846,088	11,984,632	861,456 6.7%
Materials and Contracts		53,092,963	8,568,136	5,836,060	2,732,076 31.9%
Utilities		3,596,588	590,117	469,885	120,232 20.4%
Depreciation and Amortisation		33,144,020	5,524,003	5,613,960	(89,957) -1.6%
Interest		1,562,208	264,627	331,906	(67,279) -25.4%
Insurance		1,197,885	198,481	177,939	20,542 10.3%
Expenses Provision		998,010	168,083	154,989	13,094 7.8%
Other Expenses from Ordinary Activities		25,085,422	4,427,614	3,495,077	932,538 21.1%
Total Expenses from Ordinary Activities		195,882,431	32,587,149	28,064,448	4,522,701 13.9%
Change in Net Assets from Ordinary Activities before Capital Amounts		3,200,047	78,723,246	85,775,382	7,052,137 9.0%
GRANTS/CONTRIBUTIONS					
Grants and Contributions- Capital		5,768,315	961,386	115,259	(846,127) -88.0%
NET OPERATING SURPLUS					
		8,968,362	79,684,632	85,890,641	6,206,010 7.8%
DISPOSAL/WRITE OFF OF ASSETS					
	2	(1,437,448)	(239,575)	(6,222)	233,353 -97.4%
SIGNIFICANT ITEMS					
Distribution from TPRC		1,000,000	-	-	- 0.0%
<i>Change in net assets resulting from operations after capital amounts and significant items</i>					
		8,530,914	79,445,057	85,884,419	6,439,363 8.1%

SCHEDULE 6

CITY OF PERTH MUNICIPAL

Statement of Financial Position as at 31 August 2016

	Note	31/08/2016	30/06/2016
CURRENT ASSETS		\$	\$
Cash and Cash Equivalents	11	10,711,207	10,063,524
Deposits/Prepayments	4	17,014,126	1,246,008
Investments	3, 11	154,484,111	100,249,402
Trade and Other Receivables	5	18,625,818	10,578,223
Rates Receivable	1	32,129,119	190,815
Inventories		999,066	1,048,451
TOTAL CURRENT ASSETS		233,963,447	123,376,423
NON CURRENT ASSETS			
Investments	3	7,153,198	7,162,072
Trade and Other Receivables	5	51,977	32,434
Property, Plant and Equipment	8	691,464,409	694,573,987
Infrastructure	8	483,359,286	485,179,495
Capital Work in Progress	8	33,465,355	32,151,366
TOTAL NON CURRENT ASSETS		1,215,494,225	1,219,099,354
TOTAL ASSETS		1,449,457,672	1,342,475,777
CURRENT LIABILITIES			
Trade and Other Payables	6	37,919,527	16,139,550
Employee Benefits	7	11,129,204	11,073,005
Provisions	7	613,992	390,015
Loan Liability	9	6,821,902	6,772,073
TOTAL CURRENT LIABILITIES		56,484,625	34,374,643
NON CURRENT LIABILITIES			
Employee Benefits	7	1,746,402	1,746,402
Provisions	7	4,324,457	4,259,487
Loan Liability	9	28,477,457	29,554,929
TOTAL NON CURRENT LIABILITIES		34,548,316	35,560,818
TOTAL LIABILITIES		91,032,941	69,935,461
NET ASSETS		\$1,358,424,731	\$1,272,540,316
EQUITY			
Accumulated Surplus		726,727,191	624,055,012
Asset Revaluation Reserve	10	560,035,698	560,035,698
Reserves	10	71,661,842	88,449,606
TOTAL EQUITY		\$1,358,424,731	\$1,272,540,316

SCHEDULE 6

CITY OF PERTH MUNICIPAL				
<i>Statement of Changes in Equity for the 2 months ended 31 August 2016</i>				
	Accumulated Surplus	Asset Revaluation Reserve	Cash Backed Reserves	Total Equity
	\$	\$	\$	\$
Balance at 1 July 2015	612,108,629	560,795,095	87,574,492	1,260,478,216
Change in net assets resulting from operations	12,062,100	-	-	12,062,100
Transfer to Cash Backed Reserves	(24,938,673)	-	24,938,673	-
Transfers to Asset Revaluation Reserve	(3,047,888)	3,047,888	-	-
Transfers from Asset Revaluation Reserve	3,807,285	(3,807,285)	-	-
Transfer from Cash Backed Reserves	24,063,569	-	(24,063,569)	-
Balance at 30 June 2016	\$624,055,022	\$560,035,698	\$88,449,596	\$1,272,540,316
	\$	\$	\$	\$
Balance at 1 July 2016	624,055,022	560,035,698	88,449,596	1,272,540,316
Change in net assets resulting from operations	85,884,419	-	-	85,884,419
Transfer to Cash Backed Reserves	(574,078)	-	574,078	-
Transfers to Asset Revaluation Reserve	-	-	-	-
Transfers from Asset Revaluation Reserve	-	-	-	-
Transfer from Cash Backed Reserves	17,361,842	-	(17,361,842)	-
Balance at the end of the reporting period	\$726,727,204	\$560,035,698	\$71,661,833	\$1,358,424,735

SCHEDULE 6

CITY OF PERTH MUNICIPAL

Statement of Cash Flows for the 2 months ended 31 August 2016

	Note	Budget 2016/2017	YTD Actual 31/08/2016	YTD Variation	
		\$	\$	\$	%
Cash Flows from Operating Activities					
Receipts					
Rates		85,150,558	46,865,890	(38,284,668)	-45.0%
Fees and Charges		110,473,787	25,138,604	(85,335,183)	-77.2%
Interest		4,672,819	1,183,842	(3,488,977)	-74.7%
Other		2,000,854	294,075	(1,706,779)	-85.3%
		202,298,018	73,482,411	(128,815,607)	-63.7%
Payments					
Employee Costs		(76,246,522)	(11,115,092)	65,131,430	85.4%
Materials and Contracts		(45,634,268)	(501,179)	45,133,089	98.9%
Interest		(1,546,536)	(244,958)	1,301,578	84.2%
Other		(31,117,629)	(4,231,227)	26,886,402	86.4%
		(154,544,955)	(16,092,456)	138,452,499	89.6%
Net Cash Flows from Operating Activities	12	47,753,063	57,389,955	9,636,893	-20.2%
Cash Flows from Investing Activities					
Receipts					
Distribution from TPRC		1,000,000	-	(1,000,000)	-100.0%
Proceeds from Disposal of Assets		1,280,000	-	(1,280,000)	-100.0%
Proceeds from Disposal of Investments(Non Current)		-	8,874	8,874	0.0%
Payments					
Purchase Land and Buildings		(14,005,532)	-	14,005,532	-100.0%
Purchase Infrastructure Assets		(29,412,097)	-	29,412,097	-100.0%
Purchase Plant and Mobile Equipment		(17,160,028)	-	17,160,028	100.0%
Purchase Office Furniture and Equipment		(2,153,478)	-	2,153,478	-100.0%
Work in Progress		-	(1,838,590)	(1,838,590)	0.0%
		(62,731,135)	(1,838,590)	60,892,545	97.1%
Net Cash Flows from Investing Activities		(60,451,135)	(1,829,716)	58,621,419	97.0%
Cash Flows from Financing Activities					
Repayment of Borrowings		(6,111,896)	(1,027,643)	5,084,253	83.2%
		(6,111,896)	(1,027,643)	5,084,253	83.2%
Cash Flows from Government and Other Parties					
Receipts from Appropriations/Grants					
Recurrent		4,414,618	234,544	(4,180,074)	-94.7%
Capital		5,768,315	115,259	(5,653,056)	-98.0%
		10,182,933	349,803	(9,833,130)	-96.6%
Net Increase (Decrease) in Cash Held		(8,627,035)	54,882,399	63,509,435	-736.2%
Cash at 1 July 2016		117,479,382	110,312,926	(7,166,456)	-6.1%
Cash at 31 August 2016	11	108,852,347	165,195,318	56,342,971	51.8%

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MUNICIPAL

Notes to the Balance Sheet for the 2 months ended 31 August 2016

1 Rates Receivable

	Actual YTD 31/08/2016	2015/16 YTD 31/08/2015
	\$	\$
Outstanding Amount at 30 June 2016	190,816	64,096
Rates Levied for the Year	87,790,985	80,245,167
Late Payment Penalties	34,650	37,382
Ex Gratia Rates	17,741	17,464
Rates Administration Fee	285,011	257,379
Rates Instalment Interest	364,892	340,160
Back Rates	72,849	(77,853)
Bins Levy	902,909	617,372
	89,659,853	81,501,167
Amount Received during the Period	57,530,734	55,615,975
Outstanding Amount at 31 August 2016	\$32,129,119	\$25,885,192

2 Gain/(Loss) on Disposal/Write off of Assets

	Annual Budget	Actual YTD 31/08/2016
	\$	\$
Land and Buildings		
Proceeds on Disposal	-	-
Less: Carrying amount of assets sold/written off	-	-
(Loss) on Disposal/Write Off	-	-
Infrastructure		
Proceeds on Disposal	-	-
Less: Carrying amount of assets written off	1,640,250	6,222
(Loss) on Write Off	(1,640,250)	(6,222)
Plant and Mobile Equipment		
Proceeds on Disposal	1,280,000	-
Less: Carrying amount of assets sold/written off	1,077,198	-
Profit on Disposal/Write Off	202,802	-
Furniture and Equipment		
Proceeds on Disposal	-	-
Less: Carrying amount of assets sold /written off	-	-
(Loss) on Disposal/Write Off	-	-
Gain/(Loss) on Disposal/Write off of Assets	(\$1,437,448)	(\$6,222)

3 Investments

Current	31/08/2016	30/06/2016
Short Term Cash Investments *	\$	\$
Call Funds	15,654,291	12,111,382
Bank/Term Deposits	134,500,000	84,000,000
Managed Funds	4,329,820	4,138,020
Total Current Investments	\$154,484,111	\$100,249,402

* Short Term Cash Investments as stated in Note 11.

Non Current Investments	31/08/2016	30/06/2016
	\$	\$
Mortgage Backed Securities (MBS)	2,734,885	2,743,759
	2,734,885	2,743,759
Equity in Local Government House	10,000	10,000
Equity in Mindarie Regional Council	420,412	420,412
Equity in Tamala Park Regional Council	3,987,901	3,987,901
	\$7,153,198	\$7,162,072

SCHEDULE 6

MUNICIPAL

Notes to the Balance Sheet for the 2 months ended 31 August 2016

4 Deposits/Prepayments

	31/08/2016	30/06/2016
	\$	\$
Prepaid Insurance	918,137	-
Prepaid Parking Bay Licence Fees	14,380,763	-
Other	1,715,226	1,246,008
	\$17,014,126	\$1,246,008

5 Trade And Other Receivables

	31/08/2016	30/06/2016
Current	\$	\$
Emergency Services Levy (ESL)	9,980,973	36,912
Accrued Interest and Investment Income	526,633	536,669
Accrued Income	1,521,495	1,710,213
Modified Penalties/Fines and Costs	7,733,483	7,468,902
Debtors - General		
Australian Taxation Office - GST Refundable	-	177,492
Works and Services	60,826	35,731
Other Debtors	2,052,411	3,744,873
	21,875,821	13,710,792
Less: Provision for Doubtful Debts	(3,250,003)	(3,132,569)
	\$18,625,818	\$10,578,223
Non Current		
Pensioners' Rates Deferred	51,977	32,434
	\$51,977	\$32,434

6 Trade And Other Payables

	31/08/2016	30/06/2016
Current	\$	\$
Trade Creditors	11,135,032	10,591,073
Emergency Services Levy	18,536,616	-
Interest Payable on Loans	286,796	199,848
Accrued Expenses - Operating	4,193,310	2,427,935
Accrued Expenses - Capital	178,322	10,837
Advances Received for Recoverable Works	39,706	71,386
Income Received / Raised in Advance	898,961	1,008,030
Australian Taxation Office - GST Payable	344,509	-
Other Creditors	2,306,275	1,830,441
	\$37,919,527	\$16,139,550

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MUNICIPAL

Notes to the Balance Sheet for the 2 months ended 31 August 2016

7 Employee Benefits

	31/08/2016	30/06/2016
Current	\$	\$
Leave Entitlements		
Annual Leave	4,566,388	4,454,492
Self Funded Leave	211,225	238,785
Long Service Leave	6,215,904	6,243,476
Recognition of Employees- Presentations	135,687	136,252
	\$11,129,204	\$11,073,005
Non Current		
Annual Leave	617,169	617,169
Long Service Leave	1,129,233	1,129,233
	\$1,746,402	\$1,746,402

Provisions

	31/08/2016	30/06/2016
Current	\$	\$
Workers Compensation	613,992	390,015
	\$613,992	\$390,015
Non Current		
Provision for Equipment Replacement PCEC	4,324,457	4,259,487
	\$4,324,457	\$4,259,487

8 Property, Plant and Equipment and Work in Progress

	31/08/2016	30/06/2016
	\$	\$
Land and Air Rights - at cost/fair value	380,133,677	380,133,678
Less: Accumulated Depreciation	(3,230,771)	(3,135,072)
	376,902,906	376,998,606
Buildings - at fair value	378,864,742	378,864,743
Less: Accumulated Depreciation	(155,401,075)	(154,004,183)
	223,463,667	224,860,560
Improvements - at fair value	52,659,660	52,659,661
Less: Accumulated Depreciation	(5,932,545)	(5,565,355)
	46,727,115	47,094,306
Infrastructure Assets - at cost/fair value	756,468,356	755,794,940
Less: Accumulated Depreciation	(273,109,070)	(270,615,444)
	483,359,286	485,179,496
Plant and Mobile Equipment - at cost/fair value	47,541,666	47,541,666
Less: Accumulated Depreciation	(30,219,240)	(29,432,643)
	17,322,426	18,109,023
Office Furniture and Equipment - at cost/fair value	41,871,404	41,871,404
Less: Accumulated Depreciation	(15,618,380)	(15,155,180)
	26,253,024	26,716,224
Agricultural - at cost	795,271	795,271
Less: Accumulated Depreciation	-	-
	795,271	795,271
Property, Plant and Equipment	1,174,823,695	1,179,753,486
Work in Progress - at cost	33,465,355	32,151,366
	33,465,355	32,151,366
Total Property, Plant and Equipment and Work in Progress	\$1,208,289,050	\$1,211,904,848

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MUNICIPAL

Notes to the Balance Sheet for the 2 months ended 31 August 2016

8 Property, Plant and Equipment and Work in Progress - Movement at Cost

	Balance 30/06/2016	Acquisitions Actual YTD 31/08/2016	Transfers Actual YTD 31/08/2016	Disposals/ Write off/ Actual YTD 31/08/2016	Revaluation Actual YTD 31/08/2016	Balance 31/08/2016
	\$	\$	\$	\$		\$
Land and Air Rights	380,133,678	-	-	-	-	380,133,678
Buildings	378,864,743	-	-	-	-	378,864,743
Improvements	52,659,661	-	-	-	-	52,659,661
Infrastructure Assets	755,794,940	-	690,395	(16,978)	-	756,468,357
Plant and Mobile Equipment	47,541,666	-	-	-	-	47,541,666
Office Furniture and Equipment	41,871,404	-	-	-	-	41,871,404
Agricultural	795,271	-	-	-	-	795,271
Work in Progress	32,151,366	2,006,075	(692,086)	-	-	33,465,355
	\$1,689,812,729	\$2,006,075	(1,691)	(16,978)	-	\$1,691,800,135

9 Loan Liability

	31/08/2016	30/06/2016
Current	\$	\$
Loans - Western Australian Treasury Corporation	6,821,902	6,772,073
Non Current		
Loans - Western Australian Treasury Corporation	28,477,457	29,554,929

10 Reserve Funds

Purpose of Reserve Fund	Balance 30/06/2016	Transfer from Accumulated Surplus	Transfer to Accumulated Surplus	Balance 31/08/2016
	\$	\$	\$	\$
Refuse Disposal and Treatment	2,935,852	23,157	-	2,959,009
Concert Hall - Refurbishment and Maint.	4,835,980	36,538	-	4,872,518
Asset Enhancement	25,994,761	198,535	(47,438)	26,145,858
Street Furniture Replacement	698,257	5,249	(20,107)	683,399
Parking Levy	18,160,739	6,765	(17,278,906)	888,598
Art Acquisition	365,310	2,760	-	368,070
Heritage Incentive	612,121	4,600	-	616,721
Parking Facilities Development	23,671,275	179,294	(15,391)	23,835,178
Employee Entitlements	1,894,203	14,312	-	1,908,515
David Jones Bridge	292,381	2,167	-	294,548
Bonus Plot Ratio	613,783	4,637	-	618,420
PCEC Fixed Plant Replacement	4,259,487	64,970	-	4,324,457
Enterprise and Initiative	3,915,439	29,582	-	3,945,021
Public Art	200,018	1,512	-	201,530
	88,449,606	574,078	(17,361,842)	71,661,842
* Asset Revaluation	560,035,698	-	-	560,035,698
	\$648,485,304	\$574,078	(\$17,361,842)	\$631,697,540

* The Asset Revaluation Reserve is a non cash backed reserve and cannot be used, except for adjustments to fixed assets on their revaluation, disposal or write off

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Notes to the Balance Sheet for the 2 months ended 31 August 2016

11 Cash Reconciliation

	31/08/2016	30/06/2016
	\$	\$
Cash and Cash Equivalents	10,711,207	10,063,524
Short Term Cash Investments	154,484,111	100,249,402
	\$165,195,318	\$110,312,926

12 Reconciliation of Net Cash Provided By Operating Activities to Operating Surplus

	31/08/2016	30/06/2016
	\$	\$
Change in Net Assets Resulting from Operations	85,884,419	14,217,213
Adjustment for items not involving the movement of Funds:		
Depreciation	5,613,960	31,545,689
Doubtful Debts	117,434	78,375
Non Capitalised Work in Progress	1,691	(4,620,525)
(Gain)/Loss on Disposal/Write off/Contribution of Assets	6,222	1,561,354
	91,623,726	42,782,106
Revenues Provided By :		
Government Grants	(349,803)	(7,151,966)
Contribution from Other Parties	-	(49,890)
	(349,803)	(7,201,856)
Change in Operating Assets and Liabilities		
Add Back		
Decrease in Inventories	49,385	345,750
Decrease in Deposits and Prepayments	-	93,236
Decrease in Accrued Interest and Dividend Income	10,036	63,628
Decrease in Debtors	-	-
Decrease in Deferred Debtors	-	7,133
Decrease in Accrued Income	188,718	-
Increase in Income Received /Raised in Advance	-	130,392
Increase in Accrued Interest Payable	86,948	-
Increase in Accrued Expenses	1,765,375	-
Increase in Provisions	345,146	-
Increase in Trade and Other Payables	19,900,918	-
Deduct		
Decrease in Trade and Other Payables	-	(2,565,858)
Decrease in Income Received /Raised in Advance	(140,749)	-
Decrease in Accrued Interest Payable	-	(41,167)
Increase in Deferred Debtors	(19,543)	-
Decrease in Provisions	-	(401,346)
Decrease in Accrued Expenses	-	(189,630)
Increase in Inventories	-	-
Increase in Trade and Other Receivables	(40,302,087)	(2,033,383)
Increase in Prepayments	(15,768,118)	-
Increase in Accrued Income	-	(458,313)
Increase in Accrued Interest and Investment Income	-	-
	(33,883,971)	(5,049,558)
Net Cash Provided by Operating Activities	\$57,389,955	\$30,530,692

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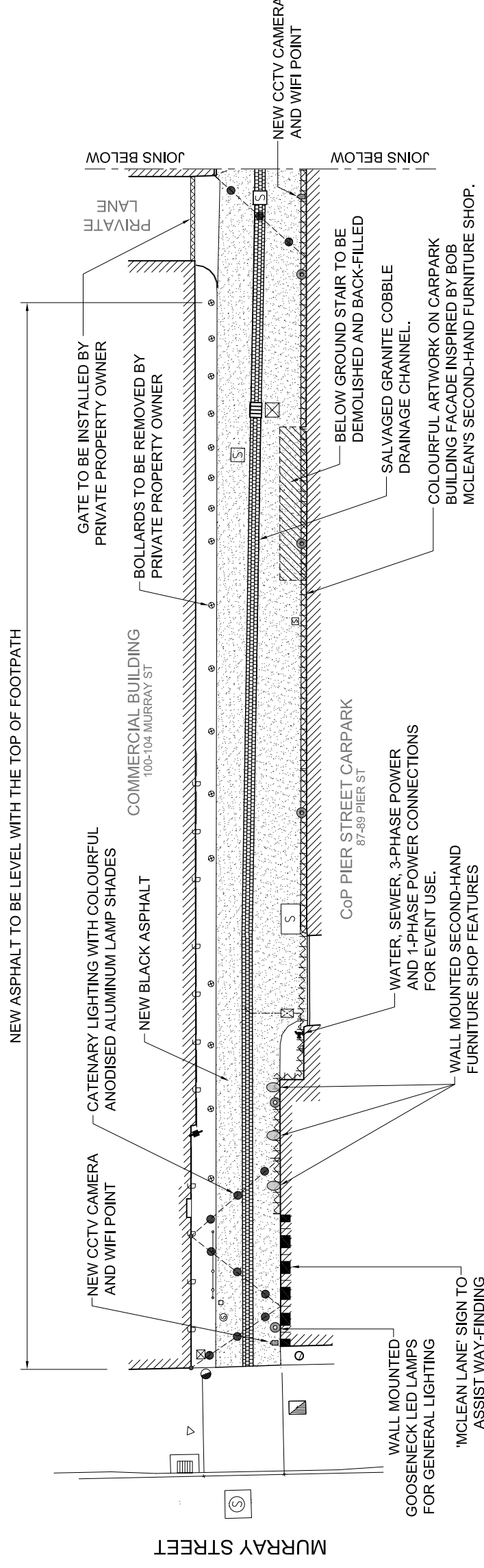
Notes to the Balance Sheet for the 2 months ended 31 August 2016

13 Ratios

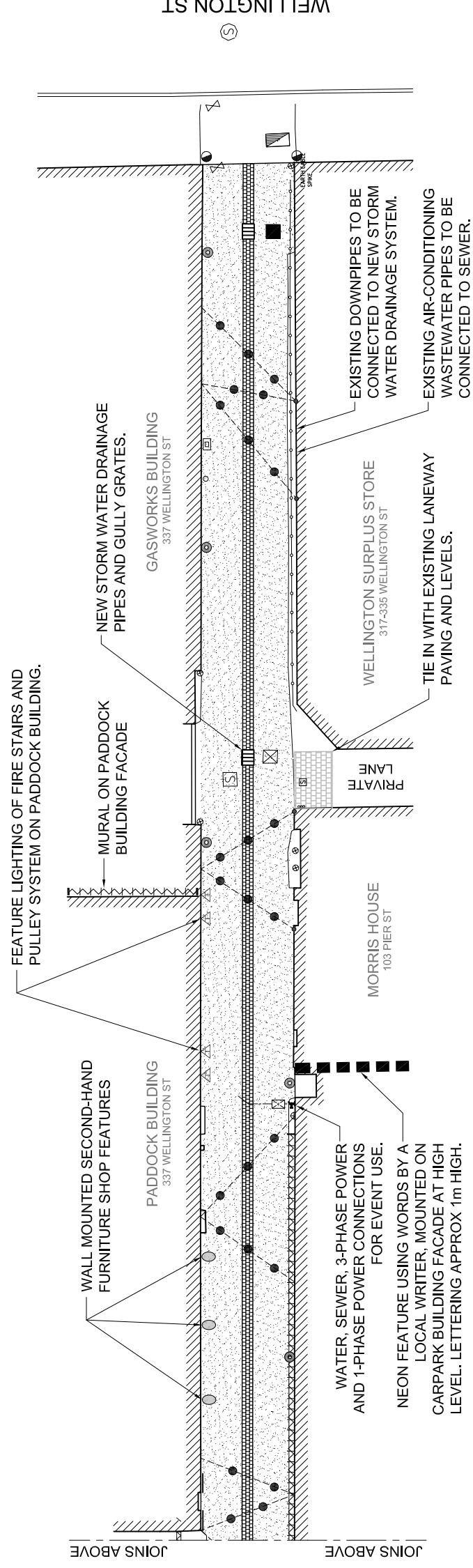
	31/08/2016	30/06/2016
1 Current Ratio		
<u>Current Assets</u> minus Restricted Assets		
Current Liabilities minus Liabilities associated with Restricted Assets	2.92	1.10
2 Debt Ratio		
<u>Total Liabilities</u>		
Total Assets	6.28%	5.21%
3 Debt Service Ratio		
<u>Debt Service Cost</u>		
Available Operating Revenue	1.19%	4.44%
4 Rate Coverage Ratio		
<u>Net Rate Revenue</u>		
Operating Revenue	77.81%	43.96%
5 Outstanding Rates Ratio		
<u>Rates Outstanding</u>		
Rates Collectable	35.83%	0.23%
6 Untied Cash to Unpaid Creditors Ratio		
<u>Untied Cash</u>		
Unpaid Trade Creditors	8.65	2.32
7 Gross Debt to Revenue Ratio		
<u>Gross Debt</u>		
Total Revenue	31.01%	18.99%
8 Gross Debt to Economically Realisable Assets Ratio		
<u>Gross Debt</u>		
Economically Realisable Assets	3.65%	4.24%

Restricted Assets includes reserve funds and tied contributions not utilised at 31.08.2016

SCHEDULE 3



McLEAN LANE PLAN - SOUTH

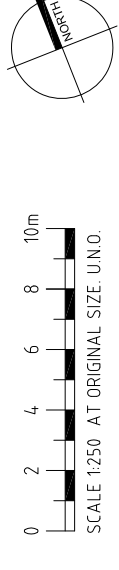


McLEAN LANE PLAN - NORTH

LEGEND

	PAVEMENT TYPE A: ASPHALT PAVEMENT
	PAVEMENT TYPE B: SALVAGED GRANITE COBBLE CHANNEL
	CATENARY LIGHTING WITH COLOURFUL ANODISED ALUMINIUM LAMP SHADES
	WALL MOUNTED GOOSENECK LED LAMPS FOR GENERAL LIGHTING
	WALL MOUNTED SECOND-HAND FURNITURE SHOP FEATURES
	FEATURE LIGHTING OF FIRE STAIRS AND PULLEY SYSTEM ON PADDOCK BUILDING.
	'MCLEAN LANE' SIGN
	NEON FEATURE
	COLOURFUL ARTWORK ON BUILDING FACADE
	EXISTING BUILDING LINE
	EXISTING GUARD RAIL
	EXISTING BOLLARD TO BE REMOVED BY PRIVATE PROPERTY OWNER
	PROPOSED DRAINAGE STRUCTURES
	EXISTING DRAINAGE STRUCTURES

SCHEDULE 7



01	02/08/2016	ISSUED FOR WORKS AND URBAN DEVELOPMENT COMMITTEE APPROVAL	S.W.
		REVISION DETAILS	DWN
<p>THIS DWG & DESIGN IS SUBJECT TO COPYRIGHT AND MAY NOT BE REPRODUCED WITHOUT PRIOR WRITTEN CONSENT. CONTRACTORS TO VERIFY ALL DIMENSIONS ON SITE BEFORE COMMENCING WORK. REPORT ALL DISCREPANCIES TO PROJECT MANAGER PRIOR TO CONSTRUCTION. FIGURED DIMENSIONS TO BE TAKEN IN PREFERENCE TO SCALED DRAWINGS.</p>			
<p>CITY of PERTH COUNCIL HOUSE, 27-29 ST. GEORGE'S TERRACE, PERTH.</p>		<p>AMANDA MANNOLINI - A-MANAGER, COORDINATION & DESIGN</p>	
<p>VAUGHAN JAMES - PRINCIPAL DESIGN ENG, COORDINATION & DESIGN</p>		<p>S. Wilson DESIGNED C. Bell CIVIL ENG. S. Chutooragoon PROJECT MGR. J. Chng CO-ORD SYS. MGA 50 / AHD</p>	
<p>ISSUED FOR APPROVAL</p>		<p>ISSUED FOR APPROVAL</p>	
<p>DRAWING STATUS</p>		<p>DRAWING STATUS</p>	
<p>TRAFFIC ENG.</p>		<p>TRAFFIC ENG.</p>	
<p>DATE 22/07/2016</p>		<p>DATE 22/07/2016</p>	
<p>SCALE 1:250</p>		<p>SCALE 1:250</p>	
<p>DISPLN C - SK - 18</p>		<p>DISPLN C - SK - 18</p>	
<p>REV.</p>		<p>REV.</p>	
<p>FOLDER: H:\CAD\1_DRY1_PUB\MCLEAN_A3</p>		<p>FOLDER: H:\CAD\1_DRY1_PUB\MCLEAN_A3</p>	

McLEAN LANE ENHANCEMENT
MURRAY ST - WELLINGTON ST
SURFACE TREATMENT AND
ARTWORK PLAN

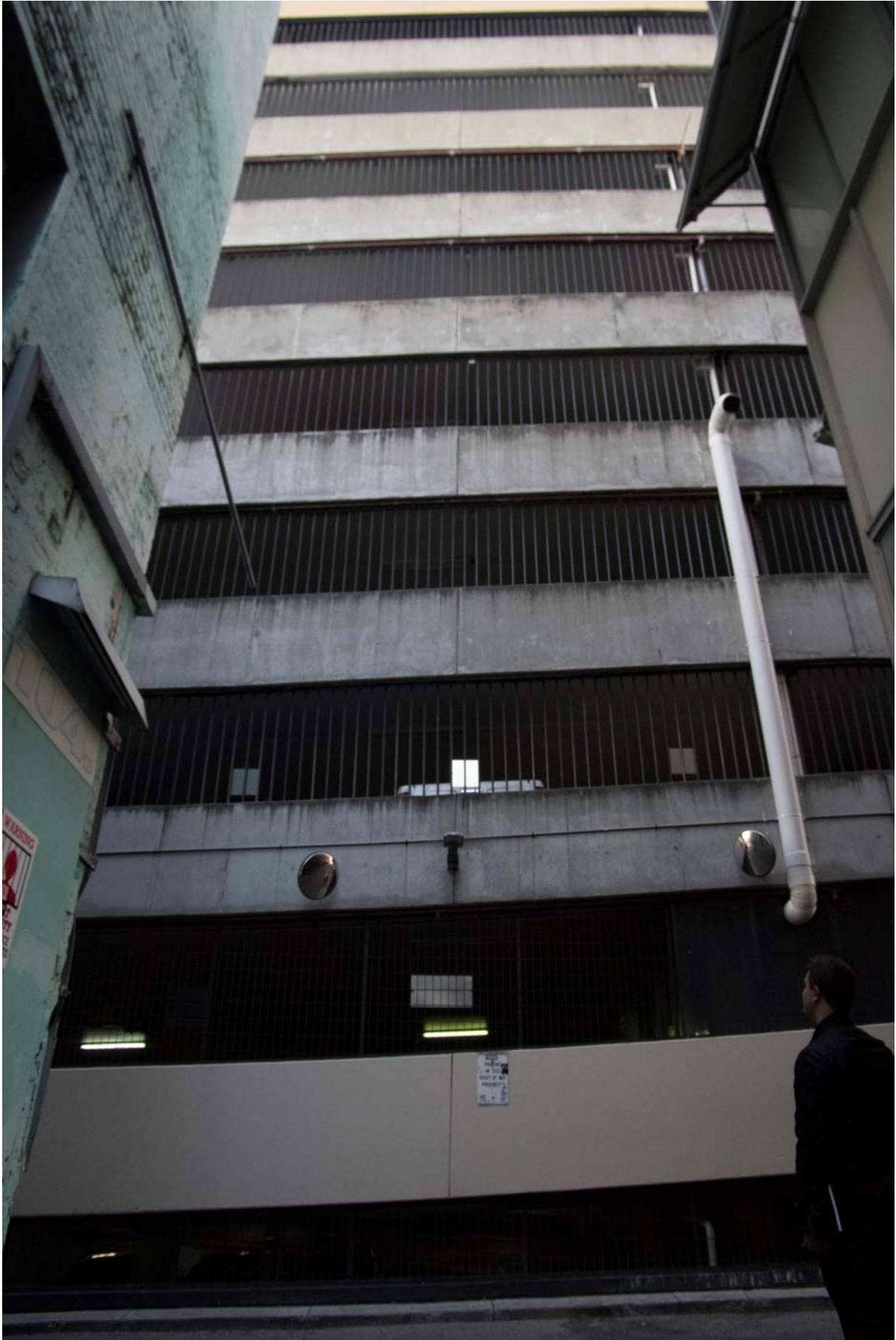
SCHEDULE 8

McLean Lane Final Concept Design – Description

The Final Concept Design is inspired by Robert (Bob) McLean’s second-hand furniture shop, which was located in the Lane in the 1920s. The key components of the enhancement are:

Surface treatment	<ul style="list-style-type: none"> • New black asphalt paving • A central drainage channel formed with granite cobble stones salvaged from the lane and excess cobble stones recovered from earlier laneway upgrades
Lighting	<ul style="list-style-type: none"> • Catenary lighting with colourful domestic-style lampshades reinterpreted using robust and long lasting anodised aluminium. • Wall-mounted gooseneck LED lamps for general lighting • Feature lighting of character architectural elements • A neon feature at a high level on the northern elevation of the Pier Street Car Park to draw attention to the lane from surrounding city areas
Events	<ul style="list-style-type: none"> • Water taps, sewer connections and 1- and 3-phase power for events
Drainage	<ul style="list-style-type: none"> • New stormwater drainage pipes and grates
Activation, Crime Prevention & Safety	<ul style="list-style-type: none"> • The below-ground stair well at the rear of the Pier Street Car Park are to be demolished and removed to eliminate opportunities for concealment, improve passive surveillance and maximise alfresco and event space • The owners of 100 Murray Street have agreed in principle to install a gate to the top of their driveway to restrict public access • Two new CCTV cameras to improve formal surveillance of the lane • New Wi-Fi points to extend the City’s free network
Public Artwork	<ul style="list-style-type: none"> • A colourful artwork on the western elevation of the Pier Street Car Park inspired by Bob McLean’s second-hand furniture shop • A mural on the northern elevation of the Padlock Building
Signage	<ul style="list-style-type: none"> • A large ‘McLean Lane’ sign at the Murray Street entrance to assist way-finding

SCHEDULE 9



SCHEDULE 9



CP 3.6 Annual Schedule of Council and Committee Meetings

POLICY OBJECTIVE

Establishes the principles and method by which the City determines the annual schedule of meetings for Committees and Council of the City of Perth.

POLICY STATEMENT

1. LEGISLATIVE BACKGROUND

Local Government (Administration) Regulation 12 requires the City to, at least once each year, give local public notice of the date, time and place over the ensuing 12-months for scheduled meetings of Council and its Committees which are open to the public.

The City is also required to give local public notice of any special meeting scheduled of Committees (public) or Council as well as when a Committee or Council meeting is cancelled.

2. STANDING AND OCCASIONAL COMMITTEES OF COUNCIL

- (1) Standing Committees of Council are established to manage specified ongoing and routine business of the City of Perth; therefore meetings are scheduled within a regular recurring cycle.
- (2) Occasional Committees of Council are established to deal with specified business of the City of Perth which occurs infrequently and therefore does not require a regular meeting cycle i.e. meetings are scheduled on an “as required” basis.

2.1 Meeting Cycle Principles

- (1) Four Week Cycle within a Calendar Year
Meetings of Standing Committees and Council are to be scheduled within a continuous four week cycle within each calendar year:
 - a. Elected Member Briefings are to be scheduled on Tuesdays in the first week of the cycle; and
 - b. Standing Committees of Council meetings are to be scheduled on Tuesdays in weeks two and three of the cycle; and
 - c. Council meetings are to be scheduled on Tuesdays in the fourth week of the cycle; and
 - d. the first meeting cycle within each Calendar year is to be scheduled to commence on the third Tuesday in January; and
 - e. the cycle is to be continuous throughout the year until at least one Council meeting is scheduled in December.



CP 3.6 Annual Schedule of Council and Committee Meetings

- (2) Public Holiday Variation
Where a public holiday falls on a nominated meeting day within the regular four week cycle, the meeting/s are to be scheduled on the next available business day.
- (3) Special Meetings
Special meetings of Committees and Council are to be scheduled on an “as required” basis and are to be called and convened in accordance with the requirements of the *Local Government Act 1995*.
- (4) Standing and Occasional Committees and Council Meeting Sequence and Times
The following list is the preferred sequence of Standing and Occasional Committee and Council meetings within the four week cycle:

Standing Committee Name:	4-Week Cycle - Day / Time:
Elected Member Briefing	Week 1 – Tuesday – 4.00pm
Marketing, Sponsorship and International Engagement	Week 2 – Tuesday – 4.00pm
Works and Urban Development	Week 2 – Tuesday – 5.30pm
Finance and Administration	Week 3 – Tuesday – 4.00pm
Planning	Week 3 – Tuesday – 5.30pm
Design Advisory	Week 3 – Thursday – 4.00pm
Occasional Committee Name:	
CEO Performance Review	As required
Audit and Risk	As required, but in any case at least quarterly
Elected Member Briefing	Week 4 – Tuesday – 4.00pm
COUNCIL	Week 4 – Tuesday – 6.00pm

- (5) Where it is not reasonable for this policy to apply in determining the meeting schedule, then a resolution of Council is required.

Document Control Box							
Document Responsibilities:							
Custodian:	Manager Governance	Custodian Unit:	Governance				
Decision Maker:	Council						
Compliance Requirements:							
Legislation:	Section 5.3 and 5.4 of the <i>Local Government Act 1995</i> Regulation 12 of the <i>Local Government (Administration) Regulations 1996</i>						
Industry:	Nil.						
Organisational:	Nil.						
Document Management:							
Risk Rating:	Insignificant	Review Frequency:	Triennial	Next Due:	2017	TRIM Ref:	75522/04
Version #	Decision Reference:	Synopsis:					
1.	OCM 26/08/14 367/14	New Council Policy 3.6					
2.							

SCHEDULE 11

Council and Committee Meeting Dates - 2017

JANUARY 2017

Su	M	T	W	TH	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY 2017

Su	M	T	W	TH	F	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MARCH 2017

Su	M	T	W	TH	F	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

APRIL 2017

Su	M	T	W	TH	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Public Holidays

1/01/2017 - New Years Day
2/01/2017 - New Years Day
26/01/2017 - Australia Day
6/03/2017 - Labour Day
14/04/2017 - Good Friday
16/04/2017 - Easter Day
17/04/2017 - Easter Monday
25/04/2017 - Anzac Day
5/06/2017 - WA Day
25/09/2017 - Queens Birthday
25/12/2017 - Christmas Day
26/12/2017 - Boxing Day
21/10/2017 - Election Day
24/10/2017 - Special Council

MAY 2017

Su	M	T	W	TH	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JUNE 2017

Su	M	T	W	TH	F	Sa
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

JULY 2017

Su	M	T	W	TH	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

AUGUST 2017

Su	M	T	W	TH	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SEPTEMBER 2017

Su	M	T	W	TH	F	Sa
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

OCTOBER 2017





Su	M	T	W	TH	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOVEMBER 2017

Su	M	T	W	TH	F	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER 2017

Su	M	T	W	TH	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

	Briefing
	Marketing, Sponsorship & International Engagement & Works Cttees
	Finance and Administration & Planning Cttees
	Briefing & Council

SCHEDULE 12

TENDER 005-16/17 **Rates - Normal Hours**

ITEM	DESCRIPTION	QUANTITY	UNIT	MMM	DRAINFLOW
	INSPECTION				
1	Inspection - Item 1.	<i>Per Complete Inspection (Section 10)</i>		2,503.00	6,500.00
2	Inspection -Item 2.	<i>Per Inspection of Approx. 6,000</i>		168,000.00	102,000.00

	DESCRIPTION	QUANTITY	UNIT	MMM	DRAINFLOW
3	MAINTENANCE				
3.1	Manual cleaning (per pit) Pits up to 2m deep	1	Item	1032.40	20.00
3.2	Mechanical cleaning (per pit)	1	Item	888.40	20.00
3.3	Replace insitu concrete surrounds	1	Item	904.00	1575.00
3.4	Replace trafficable Gatic surrounds	1	item	750.00	1375.00
3.5	Replace standard pre-cast conversion slabs (City to supply)	1	item	1990.00	2350.00
3.6	Replace Gatic cover - trafficable (City to supply)	1	Item	1990.00	1750.00
3.7	Replace Gully grates - 900x450mm (City to supply)	1	Item	1990.00	200.00
3.8	Replace Gully grates - 600x450mm (City to supply)	1	Item	1990.00	200.00
3.9	Replace side-entry pit surrounds (City to supply)	1	Item	1990.00	1550.00
3.10	Replace side-entry pit covers (City to supply)	1	Item	1990.00	200.00
3.11	Replace Letterbox kerbing (City to supply)	1	Item	670.00	400.00
3.12	Reinstating footpaths	1	/m ²	540.00	150.00
3.13	Replace brickwork in drainage structure	1	/m ²	442.50	200.00
3.14	Re-pointing brickwork in drainage structure	1	/m ²	317.50	100.00
3.15	Breakout/replace pipework mortar joints - up to 300mm Ø	1	Item	680.00	250.00
3.16	Breakout/replace pipework mortar joints 301mm to 600mm Ø	1	Item	940.00	300.00
3.17	Breakout/replace pipework mortar joints over 600mm Ø	1	Item	1200.00	350.00
3.18	Re-fix step irons	1	Item	770.00	150.00
3.19	Replace step irons	1	Item	1058.00	250.00
3.20	Replace aggregate in drain hole	1	Item	615.00	110.00
3.21	Replace 305's and 308's pit covers – (City to Supply)	1	Item	910.00	150.00

SCHEDULE 12

	DESCRIPTION	QUANTITY	UNIT	MMM	DRAINFLOW
3.22	Cleaning of Pipes and Culverts (not including root removal)	1	Lm	3.46	8.00
3.23	Cleaning of Pipes and Culverts (including root removal)	1	Lm	4.46	10.00
3.24	Road Traffic Management* (2 personnel, signage, 1 x VMS	1	/Hour	128.40	95.59
3.25	50mm Pump - 20mm max head, 15 litres per second	1	/Day	130.80	150.00
3.26	100mm Pump – 64mm max head, 80 litres per second	1	/Day	234.00	450.00
3.27	225mm Outfall Plug	1	/Day	659.00	100.00
3.28	300mm Outfall Plug	1	/Day	659.00	125.00
3.29	375mm Outfall Plug	1	/Day	659.00	130.00
3.30	450mm Outfall Plug	1	/Day	979.67	200.00
3.31	525mm Outfall Plug	1	/Day	979.67	350.00
3.32	600mm Outfall Plug	1	/Day	979.67	350.00
3.33	750mm Outfall Plug	1	/Day	2097.33	350.00
3.34	900mm Outfall Plug	1	/Day	2097.33	350.00
3.35	1200mm Outfall Plug	1	/Day	2097.33	400.00
3.36	1500mm Outfall Plug	1	/Day	2097.33	400.00
3.37	High pressure jetting, CCTV inspection and vac sucking.		/Hour	454.25 (Min Hours 3)	240.00 (Min Hours 4)

	DESCRIPTION	QUANTITY	UNIT	MMM	DRAINFLOW
4	DATA COLLECTION - ITEM 4				
4.1	Data Collection – Surveyor*	1	/ Hour	144.00	145.00

* Any additional charges or requirements should be included in Schedule C – Additional Costs

All prices GST exempt

SCHEDULE 13

TENDER 005-16/17 Rates- Out of Hours

ITEM	DESCRIPTION	QUANTITY	UNIT	MMM	DRAINFLOW
	INSPECTION				
1	Inspection - Item 1.	<i>Per Complete Inspection (Section 10)</i>		3,128.75	8,450.00
2	Inspection -Item 2.	<i>Per Inspection of Approx. 6,000</i>		210,000.00	132,600.00

	DESCRIPTION	QUANTITY	UNIT	MMM	DRAINFLOW
3	MAINTENANCE				
3.1	Manual cleaning (per pit) Pits up to 2m deep	1	Item	1,290.50	26.00
3.2	Mechanical cleaning (per pit)	1	Item	1,110.50	26.00
3.3	Replace insitu concrete surrounds	1	/m ²	1,130.00	1,575.00
3.4	Replace trafficable Gatic surrounds	1	item	937.50	1,375.00
3.5	Replace standard pre-cast conversion slabs (City to supply)	1	item	2,487.50	2,350.00
3.6	Replace Gatic cover - trafficable (City to supply)	1	Item	2,487.50	1,750.00
3.7	Replace Gully grates - 900x450mm (City to supply)	1	Item	2,487.50	220.00
3.8	Replace Gully grates - 600x450mm (City to supply)	1	Item	2,487.50	220.00
3.9	Replace side-entry pit surrounds (City to supply)	1	Item	2,487.50	1,600.00
3.10	Replace side-entry pit covers (City to supply)	1	Item	2,487.50	200.00
3.11	Replace Letterbox kerbing (City to supply)	1	Item	837.50	400.00
3.12	Reinstating footpaths	1	/m ²	675.00	150.00
3.13	Replace brickwork in drainage structure	1	/m ²	553.13	200.00
3.14	Re-pointing brickwork in drainage structure	1	/m ²	396.88	100.00
3.15	Breakout/replace pipework mortar joints - up to 300mm Ø	1	Item	850.00	250.00
3.16	Breakout/replace pipework mortar joints 301mm to 600mm Ø	1	Item	1,175.00	300.00
3.17	Breakout/replace pipework mortar joints over 600mm Ø	1	Item	1,500.00	350.00
3.18	Re-fix step irons	1	Item	962.50	150.00
3.19	Replace step irons	1	Item	1,322.50	250.00
3.20	Replace aggregate in drain hole	1	Item	768.75	110.00
3.21	Replace 305's and 308's pit covers – (City to Supply)	1	Item	1,137.50	150.00

SCHEDULE 13

	DESCRIPTION	QUANTITY	UNIT	MMM	DRAINFLOW
3.22	Cleaning of Pipes and Culverts (not including root removal)	1	Lm	4.37	10.00
3.23	Cleaning of Pipes and Culverts (including root removal)	1	Lm	5.57	12.00
3.24	Road Traffic Management* (2 personnel, signage, 1 x VMS	1	/Hour	160.50	95.59
3.25	50mm Pump - 20mm max head, 15 litres per second	1	/Day	163.50	150.00
3.26	100mm Pump – 64mm max head, 80 litres per second	1	/Day	292.50	450.00
3.27	mm Outfall Plug	1	/Day	823.75	100.00
3.27	225mm Outfall Plug	1	/Day	823.75	100.00
3.28	300mm Outfall Plug	1	/Day	823.75	125.00
3.29	375mm Outfall Plug	1	/Day	823.75	130.00
3.30	450mm Outfall Plug	1	/Day	1,224.59	200.00
3.31	525mm Outfall Plug	1	/Day	1,224.59	400.00
3.32	600mm Outfall Plug	1	/Day	1,224.59	400.00
3.33	750mm Outfall Plug	1	/Day	2,621.66	400.00
3.34	900mm Outfall Plug	1	/Day	2,621.66	450.00
3.35	1200mm Outfall Plug	1	/Day	2,621.66	450.00
3.36	1500mm Outfall Plug	1	/Day	2,621.66	450.00
3.37	High pressure jetting, CCTV inspection and vac sucking.		/Hour	567.81 (Min Hours 3)	340.00 (Min Hours 4)

	DESCRIPTION	QUANTITY	UNIT	MMM	DRAINFLOW
4	DATA COLLECTION - ITEM 4				
4.1	Data Collection – Surveyor*	1	/ Hour	180.00	155.00

* Any additional charges or requirements should be included in Schedule C – Additional Costs

All prices GST exempt

SCHEDULE 14

**TENDER 005-16/17
RATES - ADDITIONAL COSTS**

	DESCRIPTION	QUANTITY	UNIT	MMM	DRAINFLOW
	Traffic Management Plan	1	Each	650.00	
	Labour and Vehicle to manage pumps if required	1	/hour	75.00	
3.22	Minimum Charge (std hours)		100Lm	346.20	
3.23	Minimum Charge (std hours)		100Lm	446.12	
	Waste Disposal	Min 3 tonne	tonne	222.00	
	P/Jet Unit – Std Hours (OOH +25%)		/hour	190.80	
	Gully Eductor – Std Hours (OOH +25%)		/hour	178.80	
	King Vac – Std Hours (OOH +25%)		/hour	226.80	
	CCTV – Std Hours (OOH +25%)		/hour	202.80	
	Eductor Truck – 1 Man Crew		/hour		100.00
	Eductor Truck – 2 Man Crew		/hour		145.00
	Eductor Truck – 1 Man Crew	After Hours	/hour		185.00
	Jetter Truck – 2 Man Crew		/hour		145.00
	Jetter Truck – 2 Man Crew	After Hours	/hour		185.00

All prices GST exempt

CONFIDENTIAL SCHEDULE 15
ITEM 12 – TENDER 005-16/17 INSPECTION AND
MAINTENANCE OF STORMWATER SYSTEMS

FOR THE COUNCIL MEETING

11 OCTOBER 2016

DISTRIBUTED TO ELECTED MEMBERS UNDER
SEPARATE COVER